



68th Midwest Fish and Wildlife Conference  
BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

## Final Report

### 68<sup>th</sup> Midwest Fish and Wildlife Conference

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## 68th Midwest Fish and Wildlife Conference BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

### **Preface**

This report is a compilation of individual reports from chairpersons responsible for various functions associated with planning and conducting the 68<sup>th</sup> Midwest Fish and Wildlife Conference in Madison, Wisconsin. We hope this document will serve as a planning reference for future organizers of this conference here in Wisconsin and elsewhere in the Midwest. Contact information is included for key planners. Please feel free to contact any of these folks if you have more detailed questions.

Jerry Bartelt, Alan Crossley, and Dave Sample  
Co-Chairs, Steering Committee



68th Midwest Fish and Wildlife Conference  
**BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY**

Madison, Wisconsin  
December 9-12 2007

**Steering Committee, 68<sup>th</sup> Midwest Fish and Wildlife Conference**

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The 68<sup>th</sup> Midwest Fish and Wildlife Conference Steering Committee was composed of 31 people from 7 different organizations (see Appendix 1). The American Fisheries Society, The Wildlife Society, state and federal agencies, and universities in Wisconsin were represented. The Steering Committee included the Arrangements and Program chairs plus the chairperson from each of committees formed to plan and conduct the conference (see Appendix 2). The Steering Committee met monthly from mid - 2006 until December 2007. Not every member attended every meeting. Members attended when they were on the agenda or when they needed decisions to be made. The intent was to have right people present at each meeting so we could communicate and resolve problems on the day of the meeting rather than do follow up work individually after meetings. In practice, the group was often too large to easily and effectively discuss items and make decisions.

The Steering Committee developed a vision for the conference, a conference theme, logo, a timeline for events to take place (see Appendix 3) and provided guidance on program development and arrangement activities. We developed a list of plenary speakers and topics. Issues such as conference promotion, funding and budget management, audio visual needs, use of conference space, hospitality functions, registration, host and sponsor criteria, signage, and conference volunteers were all discussed and decisions made. Meeting time was also devoted to discussions as to the desired size of, and attendance at, the conference and number of concurrent sessions. The Steering Committee provided the overall guidance for the conference and solved problems when things did not go as planned.

A different approach was taken to conduct as “green” a conference as possible. This included “no junk” given at registration, a swag swap, use of green energy and recyclable products, use of a website for almost all information rather than printing paper, wireless service at the conference, and locally grown food for breaks and socials whenever possible. This approach was slightly more expensive than using traditional products and services but we were still able to keep the registration fee low by eliminating other costs. The feedback received to date was that most people appreciated this effort and were not disappointed with the food and drink at the conference or the services and products received. We would recommend it again for future conferences.

Another different event we hosted was the Tuesday night “Big Game Night”. It was a carnival type atmosphere with 5 different games, held in same room with the trade show exhibits and posters. People could buy tickets to play these games and winners were then entered into a raffle. At the end of the evening, a drawing of raffle tickets was done for the prizes. In addition to the games, food and drink was provided. All proceeds from the event went to the state AFS and TWS chapters. We received favorable comments on this activity as well.

Conference t-shirts were sold by the local student chapters of The Wildlife Society and American Fisheries Society. Only about 200 shirts were sold leaving about 100 unsold.

Overall, the conference ran relatively smoothly. We believe we had a good conference at a reasonable cost to attendees. Almost all comments received to date were favorable.

## **Appendix 1. Conference Contacts**

### **2007 Midwest Fish and Wildlife Conference Committee Chairs**

#### **Steering Committee**

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#### **Arrangements Committee**

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#### **Facilities Administration**

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### **Breaks, Sunday Evening Reception**

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## **Appendix 2. Conference Committees**

### **Steering Committee** – Bartelt, Crossley, Sample

Provide overall structure and tone for the conference. This committee oversees the program and arrangements committee and receives periodic updates on the progress of all the committees.

- Develops conference theme and logo
- Organizes committee structure, committee chairs, and committee charges
- Solicits agency/university financial and human resources support for conference
- Oversees all committees and progress on conference planning and preparation

### **Arrangements Committee** - Hennessy

This group oversees the many subcommittees that are responsible for making all the “on the ground” conference arrangements. It is critical that these subcommittees provide periodic updates to the Steering Committee.

#### **Facilities Administration** – Hennessy

- Selection of rooms and room setup for all activities associated with the Conference, including conference Head Quarters, presenter practice room, Internet Café, storage, concurrent sessions, plenary sessions, small meetings, receptions, conference registration, poster demonstration area, vendor display area, etc.
- Communication with the Hotel staff for setup and room requirements.
- Communication with Arrangements and Program Committees regarding room assignments, meeting dates and times, for approval and for placement of information on the Conference Web Site.
- Communication with individuals representing groups seeking to have meetings, receptions, etc.

#### **Budget and Finance** – Nelson

- Creating and monitoring the conference budget
- Liaison with Conference Planners, i.e., tell planners what bills to pay, check incoming funds
- Create conference office and manage office during conference hours.
- Liaison with Steering Committee to provide updates on budget status.

#### **Conference Website Development** – Griffin

- Creating the web design and providing updates to web provider throughout the months prior to the conference.
- Working with the web provider that we hired (The Futurity Group).
- Working with Program committees (presenter information).
- Working with Facility Administration committee (what presentations would be where and what meetings would be occurring at the Conference)
- Working with Poster committee (poster names and presenters)
- Working with Exhibit committee (exhibitor rules and application, exhibit map and exhibitor names)
- Working with Donation committee (sponsors names and dollar amounts)
- Working with Registration committee on how to create the online registration page

- Working with the Workshop/Symposium committee (title, times, workshop deadlines and maximum number of participants).

**Merchandise, Prizes, Raffles** – Steve Gilbert, Jim Ruwaldt, Ricky Lien

- Securing donations of merchandise for the conference and raffles.

**Donations and Sponsorships** – Alan Crossley

- Securing cash donations and sponsorships for the conference.

**Registration** – Eric Lobner and Tim Lizotte

- coordinated with the Steering Committee on conference registration
- collected size requests and ordered vests for the conference committees to wear at the meeting so that they could be easily identifiable.
- developed a FAQ sheet for the registration table, committee members, and greeters to help answer questions of attendees.
- scheduled greeters to stand in entrance way and other high traffic areas during registration hours to help direct people and answer questions
- scheduled volunteers to help with registration during conference. The committee members also assisted with registration, set up of the registration table each day, and other general help at conference
- shopped for and ordered the “give away” items (bag, pen, padfolio, etc.). We assisted with modifying the conference logo for use on these items as well.
- ordered name badges, decided on attendance categories for the badges (“exhibitor, speaker (included poster presenter), and turkey symposium).

**Graphics and Printing** – Kitchell and Voss

- Working with the Steering committee on the creation of a Logo and theme
- Develop poster to take to Nebraska conference in 2006.
- Creating all fliers and promotional materials that would be used at Nebraska conference and throughout the months/years before the conference with Marketing Committee.
- Creating and printing the Program-at-a-glance (PAAG)
- Creating and printing all signs for outside conference rooms (stating presentation times, presenter, and title)
- Working with Program committees on material for program (Presenter information)
- Working with Facility Administration committee on necessary signage for conference rooms and information in the PAAG (What presentations would be where)
- Working with Poster committee on materials for poster session and information in the PAAG (Poster names and presenters)
- Working with Exhibit committee on material for PAAG (Exhibit map and Exhibitor names)
- Working with Donation committee on material for PAAG (Sponsors names and dollar amounts), create large sponsor boards to be placed by the registration table.

- Creating large welcome banner for the conference

**Audio-Visual** – Beckmann and Slawski

- Obtaining all necessary AV needs, either through contract with the hotel or other sources.
- Semi-final approval of AV contract w/hotel.
- Set up of all computers and loading of presentations.
- Liaison with hotel AV staff to troubleshoot problems.
- Training of student volunteers that assisted w/computers.

**Media and Marketing** - Matthews

- Creating press releases on the event.
- Creating a press room at the function and handling press while they are there.
- Talking to local press and radio about the event.
- Preparing media name bags, which were available at registration so media didn't have to pay.
- Writing speeches for DNR director and Governor, if those individuals are used.

**Hospitality** – Treska and Simonson

- Provide a place for VIP's and workers to relax during the conference.
- Providing security:
  - During the day and at evening receptions.
  - For door prize and silent auction items.
  - Assist with closing down the two hospitality rooms.

**Transportation** – Steve Small

- Provide information on available transportation in the Madison area and transportation for VIPs during the conference.

**Commercial and Non-Commercial Exhibits** - Miller and Noble

- Establishing a contract with a display contractor capable of providing all necessary components for exhibits (pipe, drape, tables, signage, poster boards, etc).
- Actively solicit exhibits through direct mailing, telephone contact and internet.
- Recommend exhibitor fees, develop exhibitor rules and contracts.
- Secure additional signage and display equipment for other activities (such as H.Q. needs, easels for museum) during the conference.
- Coordinate set up of exhibit hall and poster session.
- Provide assistance to exhibitors before, during and after the conference.
- Securing sponsors for cash donations to the conference.

**Career Opportunities and Student Events** – Anderson and Christofel

- Creating an opportunity for students to network with a variety of professionals
- Creating a fun, relaxing atmosphere for the students
- Providing some refreshments to cut down on student costs.
- Arranging student volunteers that could be used for various duties throughout the conference but mostly running AV equipment.

- Creating an opportunity for students to mingle with high level agency and university professionals.
- Providing an opportunity for students to build their resume’.

**Breaks, Sunday Reception, and Socials** – Joe Hennessy

- Planning two receptions:
  - Sunday night – Joe Hennessy
  - Tuesday night - Gilbert
- Coordinating placement of food and drink and quantities for breaks on Monday through Wednesday – Hennessy.

**Volunteer Coordination Committee** – Jamie Nack

- Find and coordinate volunteers to work at 68<sup>th</sup> Midwest.

**Program Committee**

Responsible for soliciting special workshops and symposia; soliciting abstracts for oral and poster presentations; reviewing abstracts for inclusion in program; developing program schedule; securing room space for sessions with Facilities Admin Committee, workshops or symposia; securing moderators for sessions; and judging student papers for awards.

**Fisheries** - Phil Moy and Nick Schmal

Workshops and Symposia

Posters

Student Paper Awards – John Kubisiak

**Wildlife** – Karl Martin (Tami Ryan, Daniel Storm, Scott Hull, Karl Malcolm, and Michele Windsor)

Workshops and Symposia

Posters

Student Paper Awards – Ben Frater

## **Appendix 3. Timeline**

### **68TH MIDWEST FISH AND WILDLIFE CONFERENCE Monona Terrace, Madison December 9-12 2007**

#### **Primary Dates/Deadlines**

February, 2004	Began negotiations with Madison and Milwaukee
Summer, 2005	Signed contracts for Hotels and Monona Terrace
December, 2005	Attend 66th Midwest in Michigan. Represent Wisconsin at Time and Place Committee meetings.
January 25, 2006	Establish Steering Committee and hold first meeting of Steering Committee.
April 27, 2006	Second meeting of Steering Committee. Began identifying committee chairs.
May 23, 2006	Third meeting of Steering Committee. <ul style="list-style-type: none"><li>• Continue adding committee chairs</li><li>• Begin formulating budget</li><li>• Discussion of ideas for conference theme</li></ul>
June 16, 2006	Steering Committee meeting. <ul style="list-style-type: none"><li>• Continued discussion of theme</li><li>• Began to work on promotional materials for Nebraska meeting</li><li>• Began identifying potential symposium topics</li><li>• Finalizing fisheries and wildlife program chairs</li></ul>
August 15, 2006	Steering Committee meeting <ul style="list-style-type: none"><li>• Theme selected</li><li>• Began fine-tuning space utilization at Monona Terrace</li></ul>
October, 2006	Website up and running
October 12, 2006	Steering Committee meeting <ul style="list-style-type: none"><li>• Logo finalized</li><li>• Continued work on promotional materials for Nebraska</li><li>• Final decisions on space utilization at Monona Terrace</li><li>• Brainstorming on potential plenary speakers</li><li>• Continue adding committee chairs</li></ul>
November, 2006	T-shirt design, promotional flyer and bookmark finalized and printed for use in Nebraska

- Dec., 2006                      Steering Committee members attend 67th Midwest in Nebraska, and provide 68th Midwest updates during Time and Place committee meeting.
- December 19, 2006            Steering Committee Meeting.
- Review of Nebraska meeting – lessons learned
  - Finalized committee chairs and committee structure
  - Continued discussion of plenary session ideas and speakers
  - Review of workshops and symposia to-date
  - Began discussing student activities
  - Reviewed draft budget and proposed registration fees
  - Developed sponsorship categories
  - Reviewed options for registration service and abstract service
- January 29, 2007              Call for symposia and workshops sent out with deadline of March 1
- January 30, 2007              Steering Committee meeting
- Budget update
  - Website update
  - More discussion of meeting space needs and utilization
- February 27, 2007            Steering Committee meeting
- Continued work on plenary speakers
  - Symposia/workshop update
  - Trade show vendor contract signed
  - Going to run our own abstract submission effort through website
  - Abstract submission guidelines outlined
  - Sponsorship letter to start going out
  - No junk decision made and local food emphasis desired
- March 1, 2007                 Deadline for Symposia and Workshop submissions
- March 27, 2007                Steering Committee meeting
- Still working on plenary speaker line-up
  - Database for accepting abstracts in process of development
  - Assembling e-mailing lists to develop our distribution list
  - Made decision to use Registration Technology for conference
  - Another budget update
- March 31, 2007                E-mail first announcement promoting Midwest sent out
- April, 2007                      First call for volunteers sent out electronically
- April 24, 2007                Steering Committee meeting
- Check-ins on committee work
  - Call for papers needs to go out soon

May 21, 2007	First call for papers sent out via e-mail
May 22, 2007	Steering Committee meeting <ul style="list-style-type: none"> <li>• Plenary speaker line-up almost finalized</li> <li>• Updates from committees</li> <li>• Continued discussion of budget and refinements</li> </ul>
June 27, 2007	Second call for papers
June 27, 2007	Steering Committee meeting <ul style="list-style-type: none"> <li>• Plenary speakers confirmed</li> <li>• Continued refinements of website offerings</li> </ul>
July 11, 2007	Registration system up and running through conference website
July 25, 2007	Steering Committee meeting <ul style="list-style-type: none"> <li>• Decided to extend abstract deadline from August 1 to August 31</li> <li>• Budget and committee updates</li> </ul>
July 26, 2007	Third call for papers and announcement of abstract deadline extension
August 1, 2007	Original deadline for abstract submission (extended to August 31)
August 24, 2007	Steering Committee meeting <ul style="list-style-type: none"> <li>• Tour of Monona Terrace with committee</li> <li>• Updates on most committees</li> <li>• Discussion of AV needs and ways to reduce costs</li> </ul>
August 31, 2007	Abstract submission deadline
Sept. 21, 2007	Steering Committee meeting <ul style="list-style-type: none"> <li>• Need to get draft program on website</li> <li>• Will post abstracts on website when finalized rather than provide on CD, jump drive, or in hard copy</li> <li>• Committee updates</li> </ul>
October 15, 2007	Steering Committee meeting <ul style="list-style-type: none"> <li>• Program on website is up</li> <li>• Continued refinement of approach to AV</li> <li>• Finalized donors for inclusion on Website, Program, and signage</li> <li>• Committee updates critical as conference is 60 days away</li> </ul>
October 17, 2007	Schedule and Program-at-a-Glance posted on website
October 17, 2007	Registration reminder e-mail sent out to distribution list
November 8, 2007	One last registration reminder sent out

November 9, 2007	Room Block with hotels expires
November 9, 2007	Early registration cut-off date
November 9, 2007	Commercial and non-commercial exhibit registration deadline
November 13, 2007	Steering Committee meeting <ul style="list-style-type: none"><li>• Finalizing details for conference including budget</li><li>• Committee updates</li><li>• Signage, printing needs, Program-at-a-Glance finalized</li></ul>
November 28, 2007	Final Program-at-a-Glance to printer
December 3, 2007	Refund cut-off for conference registration
December 4, 2007	Steering Committee meeting <ul style="list-style-type: none"><li>• One last check-in with everyone</li></ul>
December, 5, 2007	Banners and signage printed
December 8, 2007	On-site move-in, last minute details
Dec 9-12, 2007	Conduct best Midwest since the 59 <sup>th</sup> held in Milwaukee
January, 2008	Subcommittee reports finalized
February, 2008	68th Midwest mailing list and committee reports provided to Ohio





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### **Arrangements – An Overview**

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**Contact person above with questions – Report will be added later.**



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**Contact person above with questions – Report will be added later.**



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### **Budget and Finance**

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**Contact person above with questions – Report will be added when all bills are in and budget is finalized.**



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### Conference Website

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The conference website (and emails) was the key communication tool for conference information. This is an important committee that should have members actively involved since the website needs to be updated often as new information becomes available. The goal of the website was to make conference information easily accessible and located by users. This was accomplished by having conference information found in as many different places and in as many different ways as possible. Information on how to submit abstracts, register for conference, find hotels, maps to the conference site, preliminary program, Program at a Glance, abstracts, and a host of other information could be found on the website. Abstracts were in a searchable database that allowed users to find an abstract by title, author, subject matter, and session number.

Server space was secured at no cost from one of the hosts (NCD-AFS). Once server space was available we were free to create any type of site we wanted. Conference committees decided what information they wanted on the web and the website committee posted it online.

One new thing done was the use of third party servers/websites to create web boards where people could connect and talk about conference issues before the conference. We provided a link to a site that had topic areas ranging from student topics, to carpooling, to tips on how to make a poster. Not much content was posted and it is unknown how many people visited the site to get information.



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### **Donations, Prizes, Raffles**

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**Contact person above with questions – Report will be added later.**



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### Registration

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### Summary

The registration committee for the 68<sup>th</sup> Midwest Fish and Wildlife Conference (MFWC) consisted of 2 co-chairs who were responsible for conference registration, conference apparel, and local information. The largest responsibility for the committee was oversight of the registration services contractor. A request for proposals was developed (Appendix 4) and bids were received by December 16<sup>th</sup>, 2006 (Appendix 5). Based on pricing and references, Registration Technology was selected as the vendor (<http://www.registrationtechnology.com/>). The company is owned and operated by Tom Haney (708-383-5950, [regtcnlgy@aol.com](mailto:regtcnlgy@aol.com)) who was our primary contact.

Online and mail in registration were offered for the conference. Registration Technology created a secure web link to the Midwest Conference web site for the registration process. Registrants could either register online using a credit card or print off and mail in a hardcopy form with a check (Appendix 6). The online credit card transactions were processed through a merchant account with First Data. The vast majority of attendees registered using the online process.

Registration fees were \$200 Professional, \$95 Student prior to November 9<sup>th</sup>, and \$300 Professional, \$150 Student after that date. Online registration was closed on December 3<sup>rd</sup>. In addition, due to demand, we offered an on-site one day registration for \$150. This was unadvertised but provided on-site to those who asked. Total registration was 1,374 including exhibitors, presenters, and volunteers (1,035 early, 151 late, 36 exhibitors, 152 on-site). All refund and cancellation requests were required to be submitted prior to December 3<sup>rd</sup> (Appendix 7).

During the conference, staffing of the registration booth included one person from Registration Technology and two temporary staff hired by the contractor to process on-site registrations. Volunteers and WI DNR staff were utilized to hand out badges and consisted of four on Sunday and Monday, two on Tuesday, and two on Wednesday until 2:00 PM. Thanks to the “no clutter” policy of the conference, we did not need to stuff registration materials but rather placed stacks of the Program at a Glance on the shelf in front of the booth and instructed attendees to take one when issued their badge.

The Local information booth consisted of maps and brochures for the immediate area around the Monona Terrace provided by the Greater Madison Visitors and Convention Bureau. In addition, we had a large 3' X 3' aerial photo of the Downtown Madison area showing restaurants and other points of interest. On the key, we also identified a price range for each of the restaurants. This area was staffed with one volunteer during the entire conference. We also ended up selling extra volunteer T-shirts, conference patches, and conference vests through this booth.

### **Positive aspects**

- The vendor was very receptive and flexible to changes during the entire registration period.
- Maximum wait time for registration was five minutes.
- Vendor software and hardware for on-site registration was easy to use and functioned well.

### **Problems/issues**

- The initial secure web page had a glitch that occurred if someone used the “back” button on their web browser or if their internet connection was severed prior to completion of all of the data, specifically their credit card information, the registrant received an “Error, duplicate registration” message when they attempted to complete their entry. This resulted in significant confusion and excessive correspondence between the vendor, the registrant and MFWC volunteers. This took two weeks to resolve and created extra work dealing with the many people who encountered the problem.
- The vendor arrived on site and over 150 badges had typos resulting from a bug in the data entry software that allowed one line to be printed on top of another line. This showed that the badges were not proof read prior to arrival at the venue. The vendor had to re-print these badges the night before the event.
- The badges were supposed to arrive pre-loaded in badge holder trays for distribution. About 1/3 of the badges did not arrive loaded or did not have the elastic neck band attached and this had to be completed by the volunteers.
- The badges were supposed to be in alphabetical order in badge holder trays for easy distribution during the event. Some trays were alphabetized right to left and some left to right and some badges were not in alphabetical order at all. This caused delays and confusion with the volunteers at the start of the event when they were distributing the badges. Once volunteers took the time to re-order the badges this problem was solved and the process worked extremely smoothly.

### **Recommendations for future conferences**

- The conference committee should develop a consistent policy on registration rates for various “special” attendees, such as workshop attendees who do not attend the rest of the conference, workshop teachers, speakers who are only coming for their talk, etc. A simple solution to this would be to have them all pay the one-day registration fee. We offered various “deals” to various people which resulted in some consistency issues.
- Utilizing similar software and registration procedures, two terminals for on-site registration should be sufficient.
- Four staff to hand out badges for pre-registrants should be sufficient.
- The registration vendor should keep a database of receipts that can be easily emailed/faxed to attendees after the conference. There were over 100 attendees who needed duplicate receipts to reconcile their payments after the conference.
- The penalty for late-registration should be high, encouraging attendees to pre-register.
- We initially decided not to offer a one-day registration but many people asked for it. In the interest of customer service, a one-day registration fee should be offered, however it should have a split rate for early versus late registration.



## Appendix 4. Registration Bid Specifications

The American Fisheries Society (AFS) is soliciting bids to provide registration services for the Midwest Fish and Wildlife Conference to be held at the Monona Terrace in Madison, Wisconsin from December 9-12, 2007. It is estimated that there will be 600 attendees who will pre-register and 400 who will register on-site. Potential contractors should provide an itemized bid addressing the following items:

- 1) Contractor will set up a link on the existing conference web site (<http://midwest.ncd-afs.org/index.asp>) to accept registrations and process the applications on-line.
- 2) Contractor will set up and accept mail registrations.
- 3) Contractor will set up and accept toll free phone registrations.
- 4) Contractor will accept credit card, purchase order, and personal check as payment for registration.
- 5) Contractor will set up a database (name, address, affiliation, phone, email, meals, tours) of registrants in Microsoft Excel or Access (or other format to be approved by the AFS) to be provided to AFS after the conference. The database should be accessible during the conference at the registration desk so that other attendees may determine which of their peers are attending. This data will belong to the AFS and may not be sold by the contractor without express written permission of the AFS.
- 6) Contractor will begin accepting registrations by March 1st, 2007.
- 7) Contractor will direct deposit registration fees to an AFS bank account every two weeks initiating with the start of the contract and provide a registration summary to the conference committee at those intervals.
- 8) Contractor will mail or e-mail letters of receipt/confirmation to all registrants.
- 9) Contractor will provide name badges and meal/tour tickets to registrants, presenters, and exhibitors.
- 10) Contractor will provide two (or more) staff members during the conference to coordinate registration with the hotel, set-up and staff the registration desk, conduct on-site registration, and answer general inquiries. Wait time for on-site registration shall not exceed 20 minutes. AFS will provide two (or more as needed) volunteers to assist with the registration desk each day during the conference.
- 11) Contractor will provide a detailed finalized conference income statement.

Please submit bids via email by December 14<sup>th</sup>, 2006 to: [timothy.lizotte@wisconsin.gov](mailto:timothy.lizotte@wisconsin.gov)

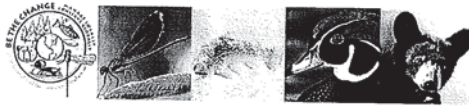
For any questions regarding this bid, contact Tim Lizotte at the email above or by phone at 920-424-7886.

Thank you for your interest in providing registration services for our conference.

**Appendix 5. 2007 Midwest F&W Conference Registration Service Bids**

Company	Bid	Full Service	Online Reg	Address	City	State	Zip	Phone
ABC Signup, JTC Technologys, LLC	\$3,300	X	X	4801 Sherburn Lane, STE 211	Louisville	KY	40207	866-791-8268 X202
Regonline	\$4,000	X	X	4888 Pearl East Cir., 3rd Flr West	Boulder	CO	80301	888.351.9948
123 Signup	\$6,000	X	X	2480 North First Street, Suite 150	San Jose	CA	95131	877-691-9950
Registration Technology	\$8,500	X		1131 Lake Street, #134	Oak Park	IL	60301	708-303-5950
Madison Conv and Visitors Bureau	\$11,000	X		615 E. Washington Ave.	Madison	WI	53703	800-373-6376
TCM-The Conference Managers	\$13,260	X		P.O. Box 7276	Bismark	ND	58507-7276	888-310-8900
iPlanIt	\$18,000	X		1332 Cumberland Dr.	Longmount	CO	80501	303-325-3531
Meet With Success	\$21,000	X		71 Country Club Way	Ipswich	MA	1938	978-356-7144
Total Event Resources	\$29,250	X		1920 Thoreau Dr., Suite 105	Schaumburg	IL	60173	847-397-2200
*3-5% will be charged against all registrations that use credit card for payment								
**If we go with an Online Registration Company, we would have to rent computers, printers, and provide name badges as well as process all on-site and mail-in registrations ourselves								
Rental of 6 laptops and 3 printers	\$1,600							
Name badges and Holders	\$800							
	\$2,400							
<b><u>Bottom Line (does not include 3-5% credit card fee and bank merchant account set up fees):</u></b>								
Cost for "Do it Yourself" Online Registration			\$5,700					
Cost for Using Low Bid Registration Contractor			\$8,500					

# Appendix 6. On-site Registration Form



## 68<sup>th</sup> Midwest Fish & Wildlife Conference On-Site Registration Form

First Name (please print) \_\_\_\_\_  
 Last Name \_\_\_\_\_  
 Nickname for Badge \_\_\_\_\_  
 Organization Name \_\_\_\_\_  
 Street (primary address) \_\_\_\_\_  
 City \_\_\_\_\_  
 State/Province \_\_\_\_\_  
 Country \_\_\_\_\_  
 Postal Code \_\_\_\_\_  
 E-Mail Address \_\_\_\_\_  
 Phone (Daytime) (\_\_\_\_) - \_\_\_\_\_  
 Fax (\_\_\_\_) - \_\_\_\_\_  
 Guest Name (if attending) \_\_\_\_\_

Workshops:	Length	Date	Cost	Amount
<input type="checkbox"/> Fish Bioenergetics Modeling	Full Day	12/9	\$73.00	_____
<input type="checkbox"/> Aquatic Invasive Species HACCP	Full Day	12/9	\$20.00	_____
<input type="checkbox"/> Hydro-Acoustic Tools	Full Day	12/9	\$75.00	_____
<input type="checkbox"/> Road and Stream Crossings	Full Day	12/9	\$50.00	_____
<input type="checkbox"/> Stream Restoration	Full Day	12/9	No Cost	_____
<input type="checkbox"/> Conversations – Sunday AM	Half Day	12/9	\$30.00	_____
<input type="checkbox"/> Conversations – Sunday PM	Half Day	12/9	\$30.00	_____

**Registration Options and Costs:**  
 Professional Registration: \$300 (Includes Sunday and Tuesday Social)  
 Student Registration: \$150.00 (Includes Sunday and Tuesday Social)  
 Guest Sunday Social \$25.00  
 Guest Tuesday Social \$25.00  
 Total Amount: \_\_\_\_\_ Total: \_\_\_\_\_

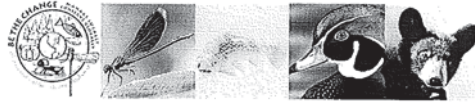
**Designations: (please select all that apply)**

- Conference Host  
 Presenter

Are you willing to judge student papers?  Yes  No  
 If yes, do you prefer to judge fisheries  or Wildlife  related papers?  
 Are you willing to be a student mentor?  Yes  No  
 Are you a student and planning to attend the student/professional mixer,  
 Monday @ 6:30 in the Grand Terrace  Yes  No

Make checks payable to: American Fisheries Society - Wisconsin Chapter  
 Mail check and completed registration form to:  
 Midwest Fish & Wildlife Conference  
 C/O Registration Technology  
 1029 Lake Street, Suite A  
 Oak Park, IL 60301

# Appendix 7. Refund Request Form



## 68<sup>th</sup> Midwest Fish & Wildlife Conference Refund Request Form

First Name (please print) \_\_\_\_\_  
Last Name \_\_\_\_\_  
Organization Name \_\_\_\_\_  
Street (primary address) \_\_\_\_\_  
City \_\_\_\_\_  
State/Province \_\_\_\_\_  
Country \_\_\_\_\_  
Postal Code \_\_\_\_\_  
E-Mail Address \_\_\_\_\_  
Phone (Daytime) (\_\_\_\_) - \_\_\_\_-\_\_\_\_  
Fax (\_\_\_\_) - \_\_\_\_-\_\_\_\_

Payment was made by:

- Check
- Credit Card. If by credit card, please give the last 4 number of the credit card that was used: \_\_\_\_\_

Reason for refund: \_\_\_\_\_  
\_\_\_\_\_

To request a refund, please complete all sections of this form and mail to:

Midwest Fish & Wildlife Conference  
C/O Registration Technology  
1029 Lake Street, Suite A  
Oak Park, IL 60301

or fax to: 708-383-5953

All refund requests must be faxed or postmarked by December 3, 2007.



68th Midwest Fish and Wildlife Conference  
BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

## **Graphics and Printing**

### **Graphics and Printing Subcommittee Final Report**

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## **WHAT WE DID**

**Responsibilities:** The responsibilities of this subcommittee were as follows:

- \* Logo development for conference materials, transfer of graphic for vendor use, etc.
- \* Created electronic letterhead and printed address return labels
- \* Developed flyer and bookmark for promotional use
- \* Complete layout and production of Program-at-a-Glance
- \* Work with logo design for t-shirt and vest printing
- \* Developed, printed, and mounted all signs for conference

**The information in this summary of graphics and printing is in a list format for use by future conference planners. Organization is listed below:**

- \* Calendar - outlining tasks by month
- \* Final products and their specifications
- \* Total expenditures from this subcommittee
- \* Musings, thoughts that come to mind

Electronic copies of the Conference Logo and signs are available upon request. The Program-at-a-Glance is Appendix 8.

# CALENDAR

## Development of Conference Materials, Printing

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### **July/August/September 2006**

- \* Developed conference theme, message we wanted to say

### **September/October 2006**

- \* Developed conference logo

### **October/early November 2006**

- \* Promotional flyer created, posted on website, printed 1,200cc for Nebraska's registration packets
- \* Designed a promotional bookmark for table display in Nebraska, printed 1,000cc
- \* Helped coordinate printing of promotional t-shirts for our attendees to wear at Nebraska's conference, announcing Wisconsin's conference

### **February/March 2007**

- \* Letterhead developed, template created and sent out to steering committee
- \* Developed return address labels, printed them, and distributed to steering committee members to use on correspondence

### **October 2007**

- \* Sought and found a 'green' material to mount the signs to (cardboard)
- \* Contacted print companies to comparison shop, and get a turnaround time

### **Early November 2007**

- \* Went to the Monona Terrace to begin ideas for signs, and registration.

### **November 2007**

- \* Finalizing design of Program-at-a-Glance
- \* Final Program-at-a-Glance completed, final changes deadline 11-26, to printer 11-28
- \* T-shirts and vests, provided final artwork to vendors
- \* Created "Registration Here" banner for the Registration Desk and "Welcome" banner For the Exhibition Hall, worked with printer for imaging

### **December 2007**

- \* Session, Event, and Directional Signs printed on large format plotter and mounted
- \* Made cards with numbers for poster presentation identification
- \* Cell phone cards made and printed
- \* Withdrawn signs made and printed

## FINAL PRODUCTS and their specifications

---

- Conference Logo** .....Developed in Sept/Oct 2006. Created a design that could be reproduced easily on many things and would be easily recognizable on signs, etc. It was designed to portray our theme.
- Flyer** .....Developed to go in Nebraska's registration packets. It was the first announcement of our conference. Printed 1,200 cc, sent 1,000 or so to Nebraska. This file was also put on our conference website.
- Letterhead**.....Developed an electronic template and distributed to steering committee members for use in correspondence
- Return Address Labels**..Created return address labels and printed on laser printer, sent to steering committee members for use in correspondence
- Bookmark** .....Developed to put on our information table in Nebraska announcing our conference. Had the theme, date, etc. on it.
- Program-at-a-Glance**.....1,700 copies printed, 36 pp, 8.5x11, saddle-stitched, printed on 80# text Royal Fiber-Birch, Pantone 308U ink. All of the pertinent conference information was put into the PAAG. Our goal was to reduce paper consumption, and have people only refer to and carry one document. The PAAG included presentations, posters, exhibits, workshops, receptions, meetings, save-the-date for the subsequent meeting, maps, and special events we wanted to draw attention to. Full titles and the presenters first and last names were used, which consequently made for a pretty thick booklet. It was a very time consuming document to create with many last minute changes and additions. It was printed at the last possible minute so that any changes were as current as possible. Changes that were made after the document went to print were indicated in a single page addendum stuffed into the PAAG, and/or on signs at the conference.

We priced out 4 different printing companies, 2 of which were very close in price, 1 that was very expensive, and 1 that came in with the lowest bid (by \$600).

We obtained pre-existing electronic files of both maps used in the PAAG; a huge time saver. The Greater Madison Convention & Visitors Bureau provided us with a map of downtown Madison highlighting area restaurants. They were very helpful and changed the map title and added conference hotel locations to it. The second map was obtained from the Monona Terrace depicting their floor plan. One unforeseen issue with printing was that the software used to create the PAAG - MS Publisher - creates a screen behind it which is not picked up on laser jet printers, but is on the sensitive printing

equipment used to print the PAAG's. It took 2 days to iron-out, the PAAG's were in our hands one day later than we requested – luckily we had allotted for a 3 day buffer.

**Poster Numbers**.....These were simple 8.5x3.5 cards that had the poster numbers and conference logo on them. They identified where an author was to exhibit their poster.

**“Withdrawn”** .....These small signs were on gold cardstock and used to indicate a withdrawn presentation or poster.

**36x48 Session Signs** .....The session signs were created to put in front of each session room. Each sign listed the session name and number, date, all of the papers for that morning or afternoon, the times to be presented, and the author name. These signs were printed on the 4/color plotter and mounted onto double wall cardboard using thumbtacks and small pieces of double-sided tape. The cardboard was a much cheaper and more environmentally option than foamcore. We found that spray mount would have been expensive and toxic. Too much double-sided tape tended to make the paper buckle. We double-sided the session signs when possible to minimize material usage. People appreciated the largeness of the signs and seeing all of the papers for a half day. They were uniform, colorful, and helped pull the conference together visually.

We also used this size to print out some of the events signs and the sponsors signs.

Signs sat on easels.

**Directional Signs** .....These colorful 24 x 36 signs were developed as directional and associated meeting room signs. We printed them on the plotter and mounted them to single-walled cardboard using the same method as above. When designing the directionals, a space was left in the middle of the sign for an arrow to be taped on in the direction it needed to go.

Directional signs are tons of work but greatly appreciated by everyone! It is extremely important to have a list of where and when everything is taking place so you know when and where signs need to be put up, taken down, or flipped at any given time. Have on hand extra supplies like tape, markers, paper, arrows, etc.

Signs sat on easels.

The signs received great response. People complimented them and could easily identify with them. They were sharp, clear, legible, and had the logo on every one of them. Text needs to be large and simple.



It was a great help to go to the conference location prior to making the signs and walk through as if a conferee to anticipate sign needs.

**T-shirts and vests** ..... Provided the artwork for printing of the t-shirts and embroidery of the vests. Someone else handled the ordering. T-shirts were worn by volunteers working the conference and a few were sold. Vests were worn by steering committee members.

**Cell phone Cards** ..... Cards were printed on yellow card stock the size of a credit card with cell phone numbers of committee members for all of the committee members to keep with them during the conference.

**Session Slide** ..... A/V added the conference graphic as a desktop background and screensaver on all conference computers. This was a nice effect.

**Info Desk Sign** ..... Created a nice big sign and mounted it on an easel next to the Info Desk announcing that it was the place to get info about Madison.

**Registration Banners** ..... 2 - 6 foot banners were run on environmentally sound compostable material saying "Please Register Here". These hung back to back from the ceiling right by the registration desk. Anyone coming down the hall could see them right away.

**Welcome Banner** ..... This banner was 4x15 feet long, printed on a compostable eco material. It was a fairly expensive banner. The cost for the 3 banners altogether was about 600.00. As the banners were being printed we were thinking that we could have done without them. We could have, but they were helpful, especially the "Please Register Here" ones. The Welcome Banner was printed with 4/color photos and turned out really nice. It helped carry the theme into the Exhibition Hall. The banners helped pull the conference together from a visual standpoint.

## Cost Breakdown

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### PRE-CONFERENCE

Logo Art Parts .....	130.00
Flyer (for Nebraska's registration packets) 1,200cc.....	395.00
Bookmark 1,000cc.....	191.38

### PROGRAM-AT-A-GLANCE

Program-at-a-Glance .....	2,550.00
---------------------------	----------

### SIGNAGE

Paper and Ink.....	383.46
Cardboard to Mount Signs.....	259.85
Double-sided Tape for Signs .....	27.06
Thumb Tacks for Signs .....	8.44
Poster Number Signs .....	0.00 (used paper already had)
Withdrawn Signs .....	0.00 (used cardstock already had)
1 Welcome Banner .....	432.00
2 Registration Banners .....	192.00

### MISCELLANEOUS

Cell phone Cards .....	0.00 (used cardstock already had)
Return address labels.....	26.99

**TOTAL.....\$4,596.18**

### MUSINGS

**Get help**, this is a large task and needs more than one person. This project was 100% of Jescie's workload from November-December and she also put in several hours more during other months. Michelle worked on and off for over a year through theme/logo development, flyer, bookmark, etc. and then had a huge push to do signs the last couple of weeks after all the room assignments were finalized. We probably made 75-100 large format signs.

**Divide the work.** Printed materials and signs take a lot of time if carefully thought out and the extra mile is taken to do them well. Two people worked well for us.

When designing the **conference logo**, think about all of the things it will have to be printed on. Will it reproduce easily? Will people be able to identify with it from far away? We tried to put the logo and name of the conference on everything. This way, people can identify it as information that pertains to them. It pulls everything together visually.

**Start Early.** Plan as far in advance as you can. **Work with your printer**, talk about the projects and get information as to how to best prepare the job for them. This could potentially save a lot of work.

A major concern to be aware of is timing. **Timing, timing, timing.** Often, other people who are involved in getting materials to you have no idea how much time it can take to get layout into final form, go through reviews, make changes, have the files imaged, and get the job printed, dried, bound, trimmed, delivered, etc. Set deadlines well in advance and give yourself good buffers. If other people don't set buffers for themselves, you will find that they will often use yours.

**Have patience.** Workloads, personal lives, etc. come into play and there comes a time when a person can do no more than they are doing. It is very important to remember that you are working with many personalities, work styles, and different paces. They need to be honored and respected.

**Go to the location of the conference** and anticipate different scenarios people might fall into and how you can set up signs. This was extremely helpful for anticipating sign needs.

**Signs are key!** They make people feel like they know where they are. Keep signs big, bold, graphic, words to a minimum, and easy to read. Also keep a common thread (color, graphic element, etc.) in them all even if some are different.

Use **cell phones.** They were so helpful.

**Be Eco-minded!!** Build resourcefulness into your conference. Think about reducing, reusing, and recycling more and more. We need to inform people of it so the word gets out and it catches on.

Work with your hotels and conference centers to coordinate the use of recycled products.

Be sure that the registration gifts are ecologically sound products made from recycled materials or as we did, have a **NO JUNK POLICY!**

Each individual needs to think in these terms in order for it to become a collective. Then we can begin to see change.

**FOOD,** have your food be local and sustainable when at all possible. Organic if you can get it.

**Keep good records.** Keep good records of your projects. Production, printing, costs, etc. It helps at the end when you try to tally up total costs, write up a report, etc..

**Appendix 8. Program-At-A-Glance**  
(right-click tag to open attached file)



68th Midwest Fish and Wildlife Conference  
BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

**Audio Visual**

Dave Beckmann  
Plans, Training, Mobilization & Security  
110 East Headquarters Road  
Fort McCoy WI 54656  
608-388-5374  
[david.beckmann1@us.army.mil](mailto:david.beckmann1@us.army.mil)

Tom Slawski  
Southeast Regional Planning Comm.  
P.O. Box 1607  
Waukesha, WI 53187  
262-547-6722 ext 263  
[tslawski@sewrpc.org](mailto:tslawski@sewrpc.org)

**Contact person above with questions – Report will be added later.**



## 68th Midwest Fish and Wildlife Conference BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

### **Media**

Gregg Matthews  
Wisconsin Dept. of Natural Resources  
3911 Fish Hatchery Road  
Fitchburg WI 53711  
608-275-3317 (Desk)  
[gregory.matthews@wisconsin.gov](mailto:gregory.matthews@wisconsin.gov)

### **Planning**

Over the course of several Midwest Fish & Wildlife Conference Steering Committee meetings, it was decided to focus our efforts on attracting media coverage by outdoor writers from Wisconsin, along with local television. Twenty-three journalists were invited (all save one from Wisconsin) to staff the conference with the 'lure' being a waiver of the registration fee.

### **Execution**

A letter was sent to each targeted journalist (see attachment), along with a draft copy of the program-at-a-glance a month prior to the conference. Five persons contacted me by the first of December indicating they planned on attending and requested media credentials (these were later provided upon checking in with the conference registration desk).

I then attempted to contact the remaining media on Dec. 3, especially local television, to remind them about the conference, highlight some agenda items and our theme BE THE CHANGE – manage locally conserve globally.

### **Results**

Media members who staffed the conference were: Tim Eisele, Madison, *Madison Capital Times* and *Wisconsin Outdoor News*; Pat Durkin, Iola, syndicated columnist; Gary Engberg, Mazomanie, syndicated columnist and outdoor television show producer; and Dan Thomas, Elmhurst, IL, *Great Lakes Basin Publications* senior editor. A fifth writer, syndicated columnist Kevin Naze, Green Bay, was unable to attend due to inclement weather and road conditions.

**Musings**

Based on this endeavor and my work on a similar program – the national Wildlife Society conference – I’ve learned that it’s very difficult to attract outdoor (hook n’ bullet) and mainstream media to biology/science based conferences. However, while five positive responses out of 23 solicited is not a good batting average in any league, the coverage generated by the four writers could be termed successful when measured by the potential large numbers of articles and columns that a wide-ranging conference such as the Midwest can produce over succeeding months.

**Recommendations**

Don’t set aside a room for the media. Cell phones and laptops negate the need for it. Our media room was never used.

Dan Thomas, *Great Lakes Basin Publications* senior editor will probably attend the conference if invited. His focus is on Great Lakes’ fisheries.

Appendix 9. Example letter to media contacts.

**68th Midwest  
Fish and Wildlife Conference**

c/o American Fisheries Society  
Wisconsin Chapter  
PO Box 1846  
Madison WI 53701

**STEERING COMMITTEE**

**Gerald A. Bartelt**  
Wildlife and Forestry Research  
Science Services  
Wisconsin DNR  
608-221-6344  
gerald.bartelt@wisconsin.gov

**Alan Crossley**  
Wildlife Management  
Wisconsin DNR  
608-266-5463  
alan.crossley@wisconsin.gov

**David Sample**  
Wildlife and Forestry Research  
Science Services  
Wisconsin DNR  
608-221-6351  
david.sample@wisconsin.gov

**WILDLIFE PROGRAM  
COMMITTEE**

**Karl Martin**  
Wildlife and Forestry Research  
Science Services  
Wisconsin DNR  
715-365-8917  
karl.martin@wisconsin.gov

**FISHERIES PROGRAM  
COMMITTEE**

**Phil Moy**  
Wisconsin Sea Grant  
UW Manitowoc  
920-683-4697  
philip.moy@uw.edu

**Nick Schmal**  
Renewable Resources  
USDA Forest Service  
414-297-3431  
nschmal@fs.fed.us

**ARRANGEMENTS COMMITTEE**

**Joe Hennessy**  
Fisheries Management  
Wisconsin DNR  
608-267-9427  
joseph.hennessy@wisconsin.gov

Dear Scott::

The 68<sup>th</sup> Midwest Fish & Wildlife Conference is set for Madison Dec. 9-12 at the Monona Terrace Convention Center. As a working journalist, you are eligible for complementary registration. All you need do is reply to me via letter, phone call or email and I will make arrangements for your registration.

Once the conference begins, your press badge and conference program will be available to pick-up at the conference registration desk.

I am enclosing the conference's draft Program-At-A-Glance to get a head start on scheduling which sessions you plan on attending.

Please contact me if you have any questions.

Sincerely,

Greg Matthews  
Wisconsin DNR  
3911 Fish Hatchery Rd.  
Fitchburg, WI 53711  
608-275-3317  
Email: [Gregory.Matthews@wisconsin.gov](mailto:Gregory.Matthews@wisconsin.gov)





## 68th Midwest Fish and Wildlife Conference BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

### **Hospitality**

Ted Treska  
Wisconsin DNR  
101 S Webster St.  
Madison WI 53703  
608-267-7659  
[ted.treska@wisconsin.gov](mailto:ted.treska@wisconsin.gov)

Tim Simonson  
Wisconsin DNR  
101 S Webster St.  
Madison WI 53703  
608-266-5222  
[timothy.simonson@wisconsin.gov](mailto:timothy.simonson@wisconsin.gov)

This year we decided to do a little less than the preceding meetings and keep the hospitality room a little smaller. Our aim was to provide lunches for any of the planning committee that could make it over and provide a place to relax after each day of the conference. The location for the hospitality room was rooms 802 and 804 of the Inn on the Park and this worked well, especially since the entire 8<sup>th</sup> floor was being renovated at the time and so we did not disturb anyone later at night. The amount of food we had was sufficient and the beverages seemed to last just long enough. We had to recruit some consumers near the end of the conference, but it seemed to work out.

### **Hours**

We decided to cut down on the hours that the hospitality room would be open, focusing on lunch time for the planning committee, and then other off times that did not conflict with planned socials. We hosted the Steering committee meeting for Ohio (the next state in the rotation) on Sunday afternoon to exchange ideas. We also opened after socials and few other times if folks needed a place to hang out. This seemed to work out well.

### **Budget**

We were allotted \$2000 in the original budget and managed to keep our expenses down to just over \$1400. The main component of this cost was ~\$700 for the room rental in the Best Western. The folks at the IOP (Mark Brown, Melissa Spors) were great and helped us a lot and threw in a few things for free that normally would have cost us (conference table, kegerator). One thing that is important is that the rooms we used were considered guest rooms (or were used as such when the hotel was full), which allowed us to bring in our own food and beverages. If we had used their meeting rooms, we would not have been allowed to bring in our own stuff, we would have been asked to work through their caterer. Make sure to straighten this out early. A complete list of food that was bought is attached.

### **Donations**

Our major donations included a free keg from the Great Dane and 4 cases of bottled beer from Capitol Brewery. Coca-Cola of Madison donated 6 cases of Vitamin Water which was appreciated by many folks as a midday drink. Woodman's provided a \$35 gift certificate. Jerry Bartelt graciously donated 5 venison summer sausages that were greatly appreciated by all. One tip for the next conference is to approach possible donators early, in person and if possible have a written proposal asking for items. The written request helps as a reminder and in case the person you talk to is not the one making the decision and must pass it along. Approaching vendors that are supplying food/beverage through Monona Terrace is good as they are already making money off the deal and are more willing to donate.

### Meals

Overall, it was hard to gauge how many people would be able to make each lunch and instead of ordering meals from local vendors we ended up doing meals that could be eaten later like sandwiches, chili, brats and pizza. A Nesco roaster came in handy to provide chili and cook the brats. A smaller crock pot is also valuable, usually you can borrow these items from someone, and the DNR South Central Region had a bunch of each.

### Finances

<u>ITEM</u>	<u>Price</u>	<u>Qty</u>	<u>Total</u>
Room	\$150	3	\$450.00
	\$82	3	\$246.00
Food & Beverages			\$338.00
Alcoholic Beverages			\$277.00
Pizza			\$80.00
Chili Fixins			\$8.00
Misc Walgreens			\$28.00
Tips			\$25.00
<hr/>			
~Total Expenses			\$1452.00
+ Woodman's Gift Certif.			\$35
<hr/>			
<b>Total Spent</b>			<b>\$1417</b>
<hr/>			
<b>Under Budget</b>			<b>\$583</b>

## Supplies

### Food

Tortilla Chips	4 bags
Fritos	1 bag
Party mix	1 bag
Assorted Chips	3 bags
Pretzels	1 4lb bag
Ketchup. Mayo	
Mustard	2 kinds
BBQ Sauce	
Cocktail Weenies	8 1lb pks
Mixed nuts	Big tin
Pace salsa	64 oz
Crackers	4 boxes
Triscuits	3 boxes
Cheese	6 1lb blocks
Summer sausage	7 tubes (5 donated by Bartelt)
Olives	1 big jar
Dill Pickles	1 big jar
Lunch meat (ham, turkey, RB)	~8 pounds
Sliced Cheese (ched, muenst, colby)	~3 pounds

### Beverages

Pop	6 cases assorted
Iced Tea	2 jugs
Orange Juice	1 gallon
Cranberry Juice	1 gallon
Vitamin Water	6 cases (donated by Coke)

### Supplies

Napkins		
Cups		100
Plates		100
Bowls	~75	
Toothpicks		
30 gallon trash bags		10

Alcoholic Beverages	Amount Purchased	Amount Left
<b>Purchased</b>		
Cuervo Margarita	1.75	0
E&J Brandy	1.75	0
Fleischmans Vodka	1	0
Evan William Whiskey	1	0
Beefeater Gin	1.75	0
Bicardi Rum	1	0
Svedka Citron Vodka	1	0
Capt Morgan	1.75	0
Canadian Club	1.75	0
Wine	11 bottles	3 bottles
Miller	24 cans	0
Leinenkugel	24 cans	0
<b>Donated</b>		
Great Dane German Pilsener	1 keg	0
Capitol Beer	4 cases	0



68th Midwest Fish and Wildlife Conference  
BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

### **Transportation**

Steve Small  
Strand Associates, Inc.  
910 West Wingra Drive  
Madison, WI 53715  
608-251-4843  
[steve.small@strand.com](mailto:steve.small@strand.com)

When I volunteered to assist with the conference, I stated that I had no preference on which committee I would participate in. I offered my services to where they were needed most. As I had become a part of the planning committee later than most of the other members, most of the more needed committee vacancies had been filled. There was an opening for the transportation committee, so I was designated to it.

The transportation committee may, at other locations, have had much more work to do. But, due to the nearness of the convention center to local hotels, downtown businesses, and transportation lines, my workload was quite minimal. Duties I performed included the following:

- Researched and compiled information relating to bus lines and schedules.
- Researched and compiled information relating to local taxi companies.
- Talked to hotel managers to determine what type of shuttle, if any, they would be able to provide from their facility to the convention center.
- Assisted with the establishment of limited courtesy transportation to/from the convention center for those unable to drive or unable find other means of transportation.
- Researched the locations of local parking ramps.
- I researched the possibility of having a “field trip” from Madison to the Aldo Leopold Nature Center near Baraboo, Wisconsin. This, I believe, would have been an interesting trip, but would have had to occur on the weekend prior to the convention. This would have severely limited the number of participants. Even committee members would have had a difficult time making the trip due to their conference responsibilities. This trip was cancelled do to logistics and costs.

Most of the research that I did was not really put to use since local transportation was not heavily utilized by the convention participants. It seems that many people either drove personal vehicles to Madison, had rented vehicles, or utilized the hotel shuttle services. Again, in a different location, I believe the transportation planning committee would have had a much more active role in the convention.

As this was the first committee that I have served on, I was able to learn a lot from the other members. It cannot be stressed enough the importance of having quality individuals in charge of the committee. I was fortunate enough to work with people who not only knew how to plan a conference of this magnitude, but were all willing to assist us less experienced members.

There definitely is not a need for more than one person to be assigned to the transportation committee. And, actually, if committee members are at a premium, the transportation tasks can be attend to by one of the other members.



68th Midwest Fish and Wildlife Conference  
BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

**Commercial and Non-Commercial Exhibits**

Glenn Miller  
USFWS Ashland NFWCO  
2800 East Lakeshore Drive  
Ashland, WI 54806  
715-682-6185, ext 14  
[glenn\\_miller@fws.gov](mailto:glenn_miller@fws.gov)

John Noble  
Directorate of Public Works  
2168 S. 8<sup>th</sup> Avenue  
Fort McCoy, WI 54656  
608-388-5796  
[john.dennis.noble@us.army.mil](mailto:john.dennis.noble@us.army.mil)

**Exhibit Set-up**

The 68<sup>th</sup> Midwest Fish and Wildlife Conference Tradeshow was lucky in that several members of the planning committee had already worked with Monona Terrace Convention Center and they recommended using Valley Expo & Displays for our contact in setting up the tradeshow booths and poster boards. This company is doing this type of work nationwide and are very good at what they do. Contact information for Valley Expo is:

Valley Expo & Displays  
Todd Schwartz  
National Sales Executive  
6320 Monona Drive, Suite 404  
Madison, WI 53716  
608-221-4100  
[tschwartz@valleyexpodisplays.com](mailto:tschwartz@valleyexpodisplays.com)

Valley Expo helped in the design of the floor plan for the Terrace, and once we signed the contract with them they were in contact weekly and were instrumental in making sure the Tradeshow went off fine.

**Mailing List**

We compiled a list of approximately 200 vendors, both commercial and non-commercial from several sources. Both the American Fisheries Society and The Wildlife Society list were used from the national meetings, previous vendors from other Midwest Conferences were used and a call went out to AFS and TWS members to send any local vendors information they had used. This list is available; please contact Glenn Miller at [glenn\\_miller@fws.gov](mailto:glenn_miller@fws.gov) for electronic copies. A list of vendors that participated in the conference can be found in the Program at a Glance in the Graphic and Printing committee report. Several other lists sent by various members of the planning committee

are also available. You may want to call or email contacts to follow-up on mailings as a “gentle reminder” 30-45 days prior to the event.

Be ready to spend a considerable amount of time in the tradeshow area if you are on the committee. Decisions need to be made right up to the last minute with booth changes, ensuring the poster area is set up the way you want it and then, most important, greeting the vendors and making sure they have everything they need or ordered. Most important, make sure the tradeshow area is SECURE and SAFE to leave items behind, such as computers, telemetry equipment, etc. We made it a point to be the last ones out of the area and that it was securely locked up for the night before leaving.

### **Mailings**

Mailings were sent out in groups as they were compiled from other list and suggestions. The first mailings started in March and went through September. Emails were also sent out in September and October reminding vendors of the Conference. Surprisingly, we had vendors contacting us up to 3 days before the start of the Conference reserving booth space. We had a total of 25 booths for commercial/non-commercial vendors and 8 booths for sponsors.

In the packet we mailed to the vendors, we included a copy of the invitation letter, tradeshow floor plan with the schedule for the tradeshow and contract for the vendors. The vendor contract was copied from several other conferences and reviewed by Valley Expo. A copy of these items is available by contacting Glenn Miller at [glenn\\_miller@fws.gov](mailto:glenn_miller@fws.gov).

### **Cost for Booths**

The charge for booths varied as to whether the booth was commercial or non-commercial (non profit groups). Commercial vendor space was \$700.00 and non-commercial was \$350.00. The commercial vendors also had a choice to donate a item with value of \$200.00 or more to the raffle that was being held at our Big Game Night Social on Tuesday, Dec. 11. This dropped the cost of the booth to \$500.00. We had 7 of the vendors opt for this plan, with prizes donated ranging from telemetry transmitters or equipment to Cabella and REI gift cards valued at \$100.00.

### **Tradeshow Attendance**

Tradeshow attendance by the conference attendees was greatly helped by several factors. Except for the plenary session continental breakfast, all breaks were held in the tradeshow area. Break stations were set up in different parts of the tradeshow hall so that attendees were spread out through the hall. Second, the poster session was held in the tradeshow area. This again brought many of the attendees into the area. Third, the Tuesday night social was held in the tradeshow area, and it was offered to the vendors that they could be at their booths if they chose during this event. All of the vendors were present and actually participated in the Big Game Night event that night, with several of them winning raffle prizes with tickets they purchased or had won during the Big Game Night games.

Make sure the vendors are taken care of. We made sure they had access to the breaks as the conference attendees did, and on the Tuesday night social, the catering company had food and beverage ready 20 minutes before the tradeshow area opened for the night, so the vendors were able to eat and be ready when the tradeshow/social started. All the vendors commented that this was the first time this had been available to them and they greatly appreciated it.

**Final Item**

It has come to the attention of the Tradeshow Committee that several of the vendors have asked for a mailing list of conference attendees. We did not think of this before hand, and have politely responded that the list is not available just for this reason. This may be an item to put on future registration forms, asking the attendees if they prefer to be left off of a mailing list.





## 68th Midwest Fish and Wildlife Conference BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

### Career Opportunities and Student Events

Eric Anderson  
College of Natural Resources  
Univ. of Wisconsin – Stevens Point  
Stevens Point, WI  
715 346-3859  
[eanderso@uwsp.edu](mailto:eanderso@uwsp.edu)

Jim Schneider  
Michigan State Univ.  
Rebecca Christoffel.  
Michigan State Univ.

### General approach

We were guided by a set of goals and objectives for the event which are summarized below and were “mostly” achieved. See the next section for specific activities for students involved in the Midwest.

**Goal:** Activities should be focused on welcoming students, making them feel a part, and reflecting the Societys’ (Wisconsin’s) interest in their development as professionals. As such, the planning and activities should be welcoming, appropriate, and above all, practical. Financial issues should be of paramount consideration for the up-coming (but very poor) pre-professional. The experience should be valuable and not intimidating.

### **Objectives:**

- 1) Create a website presence for all student activities and concerns – make it prominent on the main webpage. (**Good presence on web – created a “Just 4 Students!” area and a FAQ section for first-time conference attendees**)
- 2) Set an attendance goal of 150 undergraduates (**exceeded – including grads, student attendance was roughly 300+**)
- 3) Reduce registration fees for students (\$75-100 max) (**\$95 for pre-registration, \$150 for late**)
- 4) Provide abundant student volunteer opportunities (AV, lights, registration, computer, etc.) – tie to reduction in registration fees? (\$10 reduction for every hour worked?) (**volunteers received \$8.00/hour of service – students got top priority for payment**)
- 5) Highlight student papers – make a list of grad/undergrad student papers – highlight in Program at a Glance (**did not accomplish this objective**)

## Specific activities

### **Beginning Your Professional Journey workshop**

**Organizers:** Rebecca Christoffel, Jim Schneider

**Time:** all day workshop, on Sunday, 9 Dec

**General description:** For the 3rd time, the Midwest hosted the “Beginning Your Professional Journey“ workshop. Designed primarily for undergraduates, the workshop was a series of talks, discussions, exercises, and panel discussions about how to transition from an undergraduate education into grad school or a job. The 4 sessions included: Resumes and Professional Correspondence, Academic and Employer Panels, Networking, and Interview Skills. Participants received binders full of resource materials for future use.

**Evaluation:** Student reaction to the workshop was overwhelmingly positive – the combination of solid practical advice and opportunities to engage actively in some of the material made it a highly valuable experience for students. Although the workshop was meant to be capped at 50 participants, due to confusion at registration, at one point more than 73 students had signed-up – many of which had to ultimately be turned away. Conference organizers for next year’s event should consider whether or not students that attend the workshop must also register for the conference. In the end, the conference committee decided that students should be allowed to attend the workshop without registering for the conference, but since the decision was made so late and the only way to register for the workshop was through the conference site, registration for the event stayed open longer than it should have and led to the over enrollment. The good thing is that there is clearly a continuing unmet need relative to a workshop like this one. The workshop was publicized well and widely which contributed to its ability to draw so many students.

**Budget:** Students were only charged \$20/student, and the rest of the event was paid for by the Midwest. Costs included travel and lodging for several of the speakers, copying fees for the binding material, snacks and lunch, plus office supplies. The final cost for the event will be added when all bills are in. Subtracting the \$20 student fee meant the workshop was subsidized by the conference budget by approximately (will be added).

### **Janice Lee Fenske Memorial Award breakfast**

**Organizers:** Eric Anderson and Jessica Mistak

**Time:** Monday, December 10, 7:00-8:00 a.m

**General description:** The original idea was to hold a student organization leadership breakfast for TWS and AFS leaders to discuss issues, problems and successes of student chapters. However, Jessica Mistak of the Michigan DNR (and Michigan AFS) contacted the committee for help in organizing this award breakfast which recognized 25 outstanding students majoring in fisheries or wildlife management and selected 2 for \$500 scholarships. The award, given in honor Jan Fenske, a MDNR fisheries biologist, was awarded based on the

“characteristics that made Jan a remarkable fisheries biologist, including enthusiasm to protect fisheries and wildlife resources through management activities, selflessness and motivation to teach others, interest in professional involvement, and integrity, positive attitude, and compassion.” The attendance list for the breakfast was impressive including the director of the WDNR, (Matt Frank), the head of AFS, and approximately 20 other experienced and recognized wildlife and fisheries professionals from state and national agencies, non-profit organizations, and university faculty.

**Evaluation:** The breakfast was well received by students and by the professionals. It gave those selected students an opportunity to meet and closely network with many fish and wildlife leaders from around the region. Future consideration should be given to 2 issues: 1) can the scholarship grow to something larger than \$500/awardee? and, 2) awards for graduates and undergraduates should be separated since it is difficult for those just beginning their educational journey to compete with graduate students with years more experience than the undergrads.

**Budget:** The entire budget for the award breakfast was handled by the sponsors: The North Central Division, Wisconsin Chapter, and Michigan Chapter of the American Fisheries Society and the Wisconsin and Michigan chapters of The Wildlife Society.

### **Midwest Natural Resource Employment and Graduate Opportunities Fair**

**Organizers: Eric Anderson, Rebecca Christoffel and Jim Schneider**

**Time: Monday, Dec 10, 6:30 pm**

**General description:** The flyer for the event describes it best: “Come spend the evening visiting with representatives from state and federal natural resource agencies, private companies, non-profit/NGO, universities, and other natural resource-based employers and find out what’s available for summer employment, temp/permanent jobs, and graduate research opportunities in the fisheries and wildlife fields. There will be a short kick-off at 6:30 pm, followed by the chance to meet and talk with those individuals who are potentially hiring natural resource graduates, as well as with graduate programs that may be looking to fill research or teaching assistantships. Snacks and beverages will be served. So, bring a friend and find out what opportunities are out there and what it takes to get them! Don't forget to bring plenty of copies of your resume/CV to hand out.”

The venue for the evening was a spacious terrace with pizza and refreshments being served. Tables were set up along the walls with labels for the different organizations, universities, and companies, represented. Students were encouraged to go up and speak with representatives at the tables of what positions were available, how you apply, and what attributes and qualifications potential employers (or grad pros) were looking for. It also gave students the chance to ask the professionals, “How did you get your job?” Mentor tags were given to gregarious professionals who were willing to mix in with students around the room, answering their questions and attempting to set them at ease.

**Evaluation:** For a first attempt at a “job fair”, it went well. Although agency representation was light, there were a number of people from the Fish and Wildlife Service, Minn. DNR, U.S. Army Resource Division, and well as professional organizations (AFS and TWS) and universities (UM – Twin Cities, UW-Madison, Iowa State, SIU, etc.). Approximately 150 students showed up, many who stayed for the entire time. Pizza was served, and drew a lot of students in, but even after eating the lure of having so many professionals to interact with seemed to keep them around. In the future getting more agency personnel to commit to holding a table – and perhaps the idea of “speed dating” where students were forced to move from table to table every 10 minutes to prevent a student from monopolizing a particular individual. Definitely worth continuing and developing further!

**Budget:** The Conference Committee subsidized the event by providing pizzas and soft drinks. Approximately 30 pizzas were consumed with a total cost of **XXX**. Twenty pizzas probably would have been adequate.



68th Midwest Fish and Wildlife Conference  
**BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY**

Madison, Wisconsin  
December 9-12 2007

**Breaks, Sunday Social**

Joe Hennessy

Wisconsin DNR

P.O. Box 7921

Madison, WI 53703

608-267-9427

[joseph.hennessy@wisconsin.gov](mailto:joseph.hennessy@wisconsin.gov)

**Contact person above with questions – Report will be added later.**



68th Midwest Fish and Wildlife Conference  
**BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY**

Madison, Wisconsin  
December 9-12 2007

**Tuesday Evening Social**

Steve Gilbert  
Wisconsin Dept. of Natural Resources  
8770 Highway J  
Woodruff WI 54568  
715-358-9229  
[Stephen.Gilbert@Wisconsin.gov](mailto:Stephen.Gilbert@Wisconsin.gov)

**Contact person above with questions – Report will be added later.**



## 68th Midwest Fish and Wildlife Conference

BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

### Volunteer Coordination

Jamie Nack

UW – Madison, Dept. of Wildlife Ecology

1630 Linden Drive, 211 Russell Labs

Madison, WI 53706-1598

(608) 265-8264

[jlneck@wisc.edu](mailto:jlneck@wisc.edu)

Responsibilities: The Volunteer Committee recruits and schedules volunteers for on-site conference needs (i.e. registration, session rooms, speaker preview room, conference office).

### **Timeline:**

- The committee was made up of one chair, who handled advertising, scheduling, and communications with the volunteers.
- \$3,500 was budgeted for volunteer reimbursement.
- Volunteers received a long-sleeve conference t-shirt.
- A “Call for Volunteers” document including an application was developed (Appendix 10). The application requested contact information and asked the applicant to indicate the duties they were interested in, times available, and whether they wanted to be considered for reimbursement. Applications were due October 15th.
- Volunteer soliciting began in April with the first “Call for Volunteers”. The second “Call for Volunteers” was sent in September. The following is a list of the advertising outlets:
  - Midwest Fish and Wildlife Conference (MFWC) Website
  - MFWC Steering Committee
  - DNR Wildlife Management, Fisheries Management, Endangered Resources, Integrated Science Services
  - USDA APHIS Wildlife Services
  - US Fish & Wildlife Service
  - Natural Resources Conservation Service
  - List of interested volunteers
  - Wildlife-related Contacts:
    - North Central Section of TWS newsletter
    - Wisconsin Chapter TWS newsletter
    - UW-Stevens Point Student Chapter, Graduate Students, and Faculty
    - UW-Madison Student Chapter, faculty, grads, undergrads
    - Northland College
  - Fisheries-related Contacts:
    - North Central Division AFS newsletter
    - Wisconsin Chapter AFS newsletter
    - Wisconsin Chapter AFS (student) members

- UW-Stevens Point Student sub-unit
  - UW-Madison, Center for Limnology (faculty, grads, undergrads)
  - Northland College Student sub-unit
- In October, a “draft” schedule of volunteer needs (by day, time, number of people, and duties) was compiled. The schedule was circulated to the arrangement committee members who were asked to review it and notify the volunteer committee of any additional volunteer needs.
  - A spreadsheet was developed to keep track of Volunteer Assignments (Appendix 11), and the Volunteer Schedule (Appendix 12) was printed and names of volunteers were entered.
  - Volunteers were contacted via e-mail at six weeks and one week out from the conference. Each time, a revised schedule of Volunteer Assignments and a document outlining Job Duties and Training Times (Appendix 13) were attached.
  - For those volunteers who could not attend the formal training sessions (for the conference store, registration, session rooms, and speaker preview room), we arranged times throughout the conference for them to be trained.
  - Registration: All volunteers were required to be registered for the conference. However, volunteers who were not participating in any conference activities (only there to help) had their registration waived. We had 8 volunteers who had their registration costs waived; primarily students and office staff who did not have time to attend conference events.

**Volunteer Reimbursement Eligibility and Criteria:**

- Reimbursement was only available to those individuals who were not receiving support from their employer or educational institution.
- Reimbursements were paid to eligible volunteers based on hours worked at the rate of \$8.00/hour.
- Reimbursement checks were issued at the conference upon completion of the volunteer hours.

**Summary:**

We had a total of 62 volunteers not including the Arrangement Committee members that helped during the conference. The 62 volunteers included 35 professionals, 24 students, and 3 retirees. Twenty-two volunteers received reimbursement and 40 did not request reimbursement. Reimbursements totaled \$1,340 (much less than what we budgeted).

The following is a breakdown of t-shirts ordered and what we dispersed to volunteers.

<b>Size</b>	<b>Quantity Ordered</b>	<b>Quantity Used</b>
Small	4	4
Medium	24	18
Large	34	24
Extra Large	8	16
Double Extra Large	0	0
<b>Total</b>	<b>70</b>	<b>62</b>



## Appendix 10. Call for Volunteers



# CALL FOR VOLUNTEERS!!!

**68<sup>th</sup> Midwest Fish and Wildlife Conference  
December 9-12, 2007 in Madison, WI**

<http://midwest.ncd-afs.org>

The Conference Steering Committee is looking for eager volunteers willing to devote their time and talents to assist in hosting the 68<sup>th</sup> Midwest Fish and Wildlife Conference at the Monona Terrace Convention Center in Madison. The conference is an excellent opportunity to meet and interact with professionals and prospective, future employers in the natural resources field. Scientific papers from the Midwest will be featured. The Conference theme is **“Be The Change: Manage Locally, Conserve Globally”**. Mahatma Gandhi’s “You must be the change you want to see in the world” was a call for local, individual action to make a difference. Help make a difference by volunteering!

### **Volunteer Information:**

- Responsibilities assigned to each volunteer must take priority over any and all other commitments at the time of the Conference.
- Volunteers must register to attend the conference (early registration deadline is November 9).
- Volunteers must be able to commit to a minimum of 4 hours of service.
- Volunteers will receive a FREE long-sleeved, sustainably-made, cotton conference t-shirt.
- Volunteers may be eligible to receive \$8.00/hour of service. Payment is intended to offset expenses (i.e. registration, lodging, meals, parking) for volunteers not receiving full support from their employer or educational institution for attending the conference. As a volunteer you may decline payment. Volunteers with the means to pay for their own expenses are encouraged to decline payment. Payment will be made to eligible volunteers in the following order of priority, until the budget is spent:
  - 1) Students
  - 2) Retirees
  - 3) Professionals without financial support.

Checks for payment will be distributed during the conference or shortly thereafter. Payments to volunteers will be limited to a first come, first served basis until all required volunteer time slots are filled and/or the available budget is obligated or encumbered.

- Interested volunteers should fill out the attached Volunteer Application form and return it by October 15<sup>th</sup> Jamie Nack. Volunteers will be notified of their assignments via e-mail or phone. We encourage you to submit your volunteer application ASAP. Please direct any questions to Jamie Nack at (608) 265-8264 or [jlneck@wisc.edu](mailto:jlneck@wisc.edu). **Thank You!!**

Sincerely,

Jamie Nack (Chair, Volunteer Committee)



# VOLUNTEER APPLICATION

68<sup>th</sup> Midwest Fish and Wildlife Conference  
December 9-12, 2007 in Madison, WI

NAME: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE (home): \_\_\_\_\_ PHONE (work): \_\_\_\_\_

Indicate your status (student, retiree, professional, etc.): \_\_\_\_\_

TIME SLOTS: all work schedules for volunteers will be arranged into 4 to 6 hour time slots. To facilitate scheduling, please designate entire time slots in which you are available to work. Volunteers are asked to work a minimum of 8 hours (2 time slots). In the table below, please indicate with the word **NO** the time slots when you are **not** available to volunteer.

	Sunday Dec. 9	Monday Dec. 10	Tuesday Dec. 11	Wednesday Dec. 12
Morning				
Afternoon				

How many total hours would you like to volunteer? \_\_\_\_\_

Please put an **X** next to the following activities for which you would be willing to volunteer. We will try to accommodate your wishes but the majority of the volunteer work is as a session room a/v monitor. Leave blank if you have no preference.

Session room a/v monitor     Registration desk     Speaker preview room

Do you wish to receive payment if eligible?    Yes    or    No            If yes, please sign the following statement:

Please consider this my application to receive payment for volunteering at the 68<sup>th</sup> Midwest Fish and Wildlife Conference. I will not be receiving full support from my employer or educational institution. I understand that payment for volunteers will be limited to a first come, first served basis until all required volunteer time slots are filled and/or the available reimbursement budget is obligated or encumbered.

\_\_\_\_\_  
Signature of Volunteer

\_\_\_\_\_  
Date

**Please return completed Volunteer Application to Jamie Nack by October 15<sup>th</sup>:**

Jamie Nack  
UW – Madison, Dept. of Wildlife Ecology  
1630 Linden Drive, 211 Russell Labs  
Madison, WI 53706-1598  
Phone: (608) 265-8264, Fax: (608) 262-6099, E-mail: [jlneck@wisc.edu](mailto:jlneck@wisc.edu)

**Appendix 11. Volunteer Assignments (Example of spreadsheet set-up)**

No.	First Name	Last Name	E-mail	State	Activates Scheduled	Total # of Hours	Student (S) Retiree (R) Professional (P)	Reimburs. Y/N	Reimburs. Amt.	Schedule Conf.	T-shirt Recd.	Reimburs. Recd.
57	Kristi			NY	Session Room - Mon. 1:20pm-5:00pm, Fish Habitat Partnerships, Tues. 1-4:30pm	7.5	S	N	na	11/28	L	na
38	Bruce			WI	Registration - Mon. 7:00am-12:00pm	5	P	N	na	10/31	L	na
15	Barb			WI	Registration - Mon. 7:00am-12:00pm	5	P	N	na	11/28	M	na
16	Jennifer			WI	Session Room - Tues. 1:20pm-5:20pm, Speaker Preview - Wed. 7:00am-12:00pm	9	S	Y	\$72.00	10/31	XL	Paid
58	Heather			WI	Session Room - Mon. 1:20pm-5:00pm	4	S	Y	\$32.00	11/28	XL	Paid
17	Kay			WI	Registration - Sun. 7:30am-12:30pm	5	P	N	na	10/31	M	na
28	Brian			WI	Session Room - Wed. 8:10am-12:00pm	4	P	N	na	11/2	L	na
47	Casey			WI	Student Fair - Mon. 6:30pm-8:30pm	2	S	N	na	10/24	L	na
54	Jason			MI	Speaker Preview - Wed. 7:00am-12:00pm	5	S	N	na	11/26	L	na

## Appendix 12. Volunteer Schedule (Example of spreadsheet set-up)

Tuesday, December 11

Time	Reg. Desk	Room R	Hall of Fame Room	Ballroom B	Hall of Ideas G	Hall of Ideas F	Ballroom D	Ballroom A	Hall of Ideas E	Ballroom C	Hall of Ideas H	Hall of Ideas J	Hall of Ideas I	Lecture Hall
6:30														
7:00	7:00 to 12:00 Reg. Comm (1) Contractor (2)													
7:30		6:30 to 12:30 Volunteers comm. (1) 1 Volunteer	AV Check-in/Speaker Preview Room	7:00 to 12:30 AV comm. (1) 2 Volunteers										
8:00														
8:30														
9:00														
9:30														
10:00														
10:30														
11:00														
11:30														
12:00	12:00 to 4:00													
12:30														
13:00														
13:30														
14:00														
14:30														
15:00														
15:30														
16:00														
16:30														
17:00														
17:30														

## Appendix 13. Job Duties and Training Times

68<sup>th</sup> Midwest Fish and Wildlife Conference  
December 9<sup>th</sup>-12<sup>th</sup>, 2007  
Madison, WI

### Volunteer Responsibilities and Training Times

(All training sessions will take place at Monona Terrace)

1. **Session Room AV Monitor and Plenary Session** - Volunteers should attend the audiovisual training session on either Saturday, December 8<sup>th</sup> from 2-3pm **OR** Monday, December 10<sup>th</sup> from 2-3 pm. There will be some (but limited) opportunity for one on one training for those that cannot make a training session. If you can't make a training session, you will need to arrive a minimum of 30 minutes before your first assignment to be trained. Responsibilities will include: lights, closing doors, ensuring audiovisual equipment works properly, and assisting the session moderators.
2. **AV Check-in/Speaker Preview Room** - Volunteers should attend the audiovisual training session on either Saturday, December 8<sup>th</sup> from 2-3pm **OR** Monday, December 10<sup>th</sup> from 2-3 pm. There will be some (but limited) opportunity for one on one training for those that cannot make a training session. If you can't make a training session, you will need to arrive a minimum of 30 minutes before your first assignment to be trained. Responsibilities will include receiving PowerPoint files from presenters and providing AV support for speakers who are reviewing their presentations.
3. **Registration Desk** – Volunteers should arrive a minimum of 30 minutes prior to your first assignment for training (**the Saturday registration training session has been cancelled**). Responsibilities will include providing registration packages to participants, collecting conference fees, handing out name tags, and answering questions.
4. **Conference Office/Volunteer Check-in** - No additional training needed. Responsibilities will include answering questions, checking in volunteers, and other miscellaneous tasks as needed.
5. **Natural Resource Employment and Graduate Opportunities Fair (Student Fair)** - No additional training needed. Responsibilities will include helping at the door, answering questions, and other miscellaneous tasks.



68th Midwest Fish and Wildlife Conference  
BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

**Fisheries Program**

Phil Moy  
Univ. Wisconsin-Sea Grant  
705 Viebohn Street  
Manitowoc, WI 64220  
[phillip.moy@uwc.edu](mailto:phillip.moy@uwc.edu)  
920-683-4697

Nick Schmal  
US Forest Service  
Region 9, Regional Office  
Milwaukee, WI  
[nschmal@fs.fed.us](mailto:nschmal@fs.fed.us)  
414-297-3431

**Student Paper Awards**

John Kubisiak  
Wisconsin DNR  
107 Sutliff Ave.  
Rhineland, WI 54501  
[johnf1.kubisiak@wisconsin.gov](mailto:johnf1.kubisiak@wisconsin.gov)  
715-365-8919

When a lead agency shares databases (containing abstracts etc. for symposia, for example) between other agencies using their FTP site, you may experience firewall problems with the database in one agency and not another. So folks on committees reviewing abstracts, etc will find it difficult to do those reviews. Another critical point is the personal communications between any symposia leads and others related to scheduling of their symposia (consecutive). It is imperative that two co-chairs were not always conveyed the same information or that symposia coordinator did not spell out specifics on their session request form.

Another critical point is that we were not critical enough about the symposia submissions. The symposium topic and speakers needed to be well thought out and that at least some of the speakers needed to be committed by the time the symposia submission deadline rolled around. A few folks felt symposium organizing meant simply stating they would host a session on that topic and waited for people to submit papers to fill the session. Bottom line is that if you plan a symposium; make sure that most if not all of your speaker have already committed prior to deadline.

This year we organized posters by board topic areas within both fisheries and wildlife rather than simply by submission number. Our attendees indicated this was helpful.

Finally, depending on who is planning to sponsor with agency funds (state, versus federal, versus private companies or tribes, etc.) be prepared to use several different tools

or agreements to get funds transferred into your checking or savings accounts. From a Forest Service perspective, we cannot contribute funds (deposit to Midwest accounts) until after the conference begins and/or ends. It is done electronically.



68th Midwest Fish and Wildlife Conference  
BE THE CHANGE • MANAGE LOCALLY CONSERVE GLOBALLY

Madison, Wisconsin  
December 9-12 2007

**Wildlife Program**

Karl Martin (Tami Ryan, Daniel Storm, Scott Hull, Karl Malcolm, and Michele Windsor)  
Wisconsin Dept. of Natural Resources  
107 Sutliff Avenue  
Rhineland, WI 54501-3349  
715-365-8917  
[karl.martin@wisconsin.gov](mailto:karl.martin@wisconsin.gov)

**Student Paper Awards**

Ben Frater  
US Forest Service  
Chequamegon-Nicolet National Forest  
Park Falls, WI  
715-362-1328  
[bjfrater@fs.fed.us](mailto:bjfrater@fs.fed.us)

Most important advice – don't reinvent the wheel. Most things went very smoothly and we can pass along databases, spreadsheets, etc. to make your lives a lot easier. I can email the forms that we used, get you in touch with the database coordinator/developer, etc.

**Order of things to be done**

December – Decide on program chairs. I would recommend one for wildlife and one for fisheries to keep it simple for contacts and getting things done.

January/February – set up program committee. I had 5 folks on the wildlife program committee and 1 chair of the student judging subcommittee. The 5 individuals on wildlife program committee reviewed papers and served as moderators. First call for contributed symposia and workshops should be sent out electronically.

February/March – Decide on symposia and workshops. This needs to be balanced with available space and balancing of symposia vs. contributed papers. We ended up with a 50/50 split of symposia and contributed papers – this seemed to work out well. If you didn't get enough symposia you do a second call.

May – First call for papers/posters.



June- Final symposia and workshop outlines that include titles and authors are due. It should be noted that the symposia organizers won't actually have their speaker list finalized and completely filled until late summer, but this makes them start the process so you can evaluate whether they will actually pull off what they have proposed.

July – Second call for papers/posters.

August – Final call for papers. Symposia should be pretty well set so you can fill in the program with the contributed papers.

Early September – have the reviewers review abstracts and return reviews.

Mid September – Finalize program – we stalled on this and that made it more problematic. I would get the final program in place by late September and have it emailed out with a registration reminder to the complete email list.

Late September – Send out acceptance letters to all presenters. If there are more paper submissions than open slots offer posters to those that are rejected and try to have at least 8 alternates that will do a paper in the event of a cancellations.

October – Invite and finalize moderators for the various sessions. Once this is done put the program on the website with email links so presenters and moderators can contact each other to get introductions, etc. Ideally the program should be available to potential registrants by early October.

Early November –Send out instructions to moderators and presenters on what, where, when, etc.

### **Workshop and Symposia**

Call for workshop and symposia proposals – sent out and put on website by February 15 with a Deadline of March 31. Date for final schedule of speakers by June 1<sup>st</sup>. We accepted all symposia and workshops – not sure if this is a good idea or not – the program committee may want to evaluate the worthiness of the various proposals and reserve the right to reject submissions. The problem we had with so many symposia is that there was less room for paper submissions, although this worked out ok in the end.

### **Paper and Poster Submissions**

First call for papers is May 1<sup>st</sup>. Our initial deadline was July 31<sup>st</sup>, but we decided to make it August 31<sup>st</sup>. This was fine, but we didn't evaluate papers until late September or early October and that was too late. Many authors called and sent emails – need to get this finalized in September would be my advice.

One key to make the job of sorting papers easier is to have a well designed web-linked database so the abstract submissions are immediately downloaded into the database. We

thought long and hard about the fields and this made our life much easier in the end, because we could search by authors, title, location, etc.

The one glitch we had was that some federal employees were blocked from entering their data in the website and sent their information in separately as an attachment to an email. This was extra work for us and confusion for presenters and should be avoided if possible.

We did not have the authors specify if there talk was a fish or wildlife submission. This added some confusion since the program chairs did this independently and a couple of papers fell through the cracks. I would have the authors check a box if it's a fish or wildlife submission.

Going through 200+ abstracts is a lot of work. We have 150 poster submissions, 220 symposia submissions and 240 paper submissions for both fish and wildlife subject areas. I set up a committee of 6 (5 reviewers plus myself) and had groups of 2 people review 1/3 of the abstracts. Phil Moy, the fisheries program chair, did them all himself and that was more work and is more subjective if you do end up rejecting a lot of papers (always good to have 2 people review them).

We were fortunate to have a DNR person coordinate our database and a DNR person develop the program at a glance, send out email confirmations, develop signage, etc. If these resources aren't available 'in house' you'll need to set funding aside to hire someone to do this work.

To develop session titles we grouped papers by subject area and combined subject areas that did not have enough submissions. Tweaking is required to get full sessions. When placing the sessions I tried to think from a variety of attendees points of view. So I looked at folks interested in mammals, game management, birds, forests, grasslands, and education/outreach and avoided having subject area sessions overlap. For the posters we grouped them by subject area also so folks that were interested in a particular topic could go to one area rather than having to walk around to find individual posters.

### **Miscellaneous**

We would recommend having folks that are interested in being judges check a box in their registration materials so there is an easy searchable database to help coordinate the student paper judging.

Plan on having at least 4 papers and 4 posters cancelled and try to plan accordingly with substitutes, etc.

### **Conclusion**

It's hard to write down our decision-making process of the wide variety of issues that come up. If issues come up feel free to contact me and I'll try to let you know how we dealt with issues that invariably come up every year.