

SEMINAR PLANNING GUIDE

For the CAC SEMI-ANNUAL SEMINAR

CAC Seminar Planning Committee
Updated 2007

INTRODUCTION

Thank you for agreeing to host an upcoming California Association of Criminalists Seminar. You and your colleagues will find this task to be a challenging and rewarding experience. CAC seminars have a long and distinguished history. Two per year have been held each year since 1952. They have grown from small informal gatherings to large professional meetings that last 4 days or longer. On the face of it, the challenge of planning and hosting a seminar may appear to be a daunting task. But you and your colleagues should not fear. Many others have gone before you. Their collected wisdom and experiences have been gathered and assembled into this Planning Guide. Read it carefully and you will find that the process, while time consuming, is really not too difficult. Leading up to your seminar, you will participate in Seminar Planning Committee Meetings that will enable you to discuss and benefit from the experiences of other seminar hosts. The regular members of the Seminar Planning Committee all have had experience with hosting seminars and are available to help you with the planning of your seminar. Contact the Seminar Planning Committee via the web at cacnews.org/organize.htm.

A CAC seminar is an educational and social event that lasts approximately 5 days. Careful planning will ensure success. A suitable site for the seminar must be chosen well in advance. The site must have adequate space for the general session, vendors and workshops. Meals must be chosen. Presenters, vendors and entertainment must be recruited and selected. The guests receive registration materials and maybe a keepsake mug or t-shirt. All of this must be done within a reasonably well-defined budget. A well designed and planned seminar will not only provide an educational and enjoyable social event for you, your staff and the many guests who show up, but will also achieve a reasonable profit that will benefit the CAC by helping to sponsor future seminars and training events.

This Seminar Planning Guide is available on the Internet at the CAC website—CACNEWS.org. At the website, click on the “Archives” link found under “General Announcements”. It’s also located at the bottom of the home page.

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WHAT EXACTLY IS A CAC SEMINAR AND WHAT ARE THE GOALS FOR IT?

Though there is no strict format that must be followed for a seminar, over the years they have evolved into a predictable scheme. They are held at reasonably priced hotels. They have adequate space for all of the events that take place. The events include a Board of Directors meeting, workshops, a main technical program, a hospitality suite, a banquet, an Association Business meeting, certification examinations, and vendor displays.

The typical seminar starts on a Monday with the Board of Directors meeting. Tuesday is devoted to workshops. Three one-day workshops are common though several seminars have had 5 or more. Some workshops have been held on Friday. The main program begins on Wednesday and covers most of Thursday and a half-day on Friday. The Association Business Meeting is held Thursday afternoon either right after lunch or more typically after a couple of afternoon papers. The Business Meeting usually lasts from 2 or 3 p.m. until 5 p.m. The vendors display their wares and meet with attendees on Wednesday and Thursday in a room adjacent to the technical meeting. A wine and cheese reception for all the guests is held Wednesday in the vendor area after the technical program. A banquet with entertainment is held Thursday evening. A reception for new CAC members is held Thursday before the banquet. Friday is a half-day, morning technical session and certification examinations are held in the afternoon. All this and a thousand other details, and there you have it—a successful CAC seminar!

SEMINAR GOALS

A CAC seminar is comprised of the following: a technical program, workshops, certification examinations, social activities, etc. It is designed to gather the membership together in a professional, social setting to facilitate the exchange of ideas and information. Seminar attendees are interested in learning about new or improved analysis methods, interesting casework presentations, and to network with colleagues from other forensic laboratories. The seminar host committee should make it their primary goal of exceeding the expectations of the attendees. Attention to detail by the host committee is very important. The hotel site should be well-maintained accommodations, as well as provide quality food and service. There must be adequate space for the meeting and vendor displays. The audio-visual equipment should be working well and back up plans are recommended should any problems arise. Enough host committee staff should be on hand at the hotel to handle all of the seminar activities.

The CAC bylaws direct that regular business meetings of the association be held each May and October. Business meetings are those two or three hour sessions usually held Thursday afternoons where CAC members vote on current issues pertaining to the organization, including election of the Board of Directors and acceptance of new members. The business meeting is a vital part of each seminar.

The financial goal of the Seminar Planning Committee is that on average, **seminar revenues shall exceed seminar expenses by 10%**. Recent seminars have shown that with careful planning, this goal is not difficult to meet. This excess revenue is to be used to subsidize future seminars and training activities, and for acquisition of equipment.

SEMINAR PLANNING TIMELINE

Setting the Date: The association bylaws state: “The regular meetings (business meetings) of the membership shall be held on the second Friday of the months of May and October at the hour of 1:30 p.m. beginning with the October meeting, 1970. Should any said day in any year fall on a holiday, the regular annual meeting of the membership in such a year to be held on said hour on the next business day thereafter.” The Board of Directors may vary the time and place of the regular meetings as long as 2 regularly noticed meetings are held during any particular year.

When selecting a date, consider other professional meetings that may conflict with your chosen date. It may be necessary for you to choose a meeting date other than that directed by the bylaws. If that is the case, notify the Seminar Planning Committee Chair and prepare a memo to the CAC Board of Directors for approval. Notify the CAC President as soon as a seminar date is chosen.

Founders Lecture: The Founders Lecture is presented at every 3rd CAC Seminar. The table on page 7 shows the past and future schedule of the Founders Lecturer. Contact the Founders Committee to determine the meeting time requirements if your meeting is to have the Founders Lecture. The Founders Committee budget covers one night’s lodging, transportation (flight or airfare) and a \$200 Honorarium. The hosting seminar budget covers the speaker’s registration costs. And the Award Committee’s budget covers the cost of the plaque. Coordinate with the awards committee to have the plaque prepared.

SEMINAR PLANNING TIMELINE

TIME UNTIL MEETING	CHAIRPERSON	WORKSHOPS/ TECHNICAL PROGRAM	VENDORS
24-26 Months	Start hotel search and choose meeting dates. Establish committees and brainstorm theme.	Plan/select which workshops will take place. Identify space needed for technical program/workshops at hotel.	Identify space requirements for vendors at hotel.
24 Months	Announcement to Seminar Publicity Committee for newsletters and journals. Submit hotel contract to Seminar Planning Committee.	Finalize meeting space requirements with hotel.	
12 Months	Establish preliminary budget and give a copy to the planning committee.	Contact and firm up agreement with speakers for workshops and tech program	Start contacting vendors and prepare list of probable participants
6-8 Months	Plan meal and banquet functions and estimate costs for registration		1 st vendor letter announcing dates and location. Solicit break, wine&cheese sponsors. Solicit door prize donors.
5 Months	1 st Mailing to members announcing meeting dates and site, call for papers		
4 Months	Prepare artwork for program and merchandise (mugs, t-shirts, etc.)		
3 Months	Prepare detailed budget and set final registration costs. Make travel arrangements for invited guests.		2 nd vendor letter with hotel information, exhibit space layout, exhibitor/sponsor contracts
2 Months	2 nd Mailing or E-mail containing prelim program, registration/abstract forms	Collect abstracts and solicit additional papers.	

SEMINAR PLANNING TIMELINE cont.

TIME UNTIL MEETING	CHAIRPERSON	WORKSHOPS/ TECHNICAL PROGRAM	VENDORS
6 Weeks	3 rd Mailing/E-mail containing tentative program and schedule, registration form and abstract form	Determine AV needs.	
4 Weeks	Pre-registration deadline. Arrange for awards and certificates. Confirm reservations for invited guests. Hotel deadline for room rates.	Abstract deadline. Establish speaker schedule and notify speaker.	3 rd vendor letter with detailed program. Collect outstanding money and arrange for additional utilities for vendors.
3 Weeks	Print Programs.	Prepare Workshop binders.	
2 Weeks	Prepare registration materials (receipt of payment, name tags, raffle/meal tickets, etc.)	Assemble workshop attendee lists.	
3 Days	Make meal guarantees with hotel		
1 Day	Meet with hotel to review final details. Gather materials for registration table.		
0 Days	Arrive 2 hours in advance to set up registration table	Arrive 2 hours in advance to coordinate AV equipment and speakers	Arrive 2 hours early for vendor setup. Provide map of table assignments.
-1 Week	Thank you notes to special guests.	Thank you notes to speakers.	Thank you notes to vendors and sponsors.
-2 Weeks	Evaluate seminar finances		
-1 Month	Present final financial report to CAC Seminar Committee and CAC Treasurer.		

ROSTER OF MEETINGS PAST AND FUTURE

One or more of your committee staff may have perplexing seminar problems that they need help with. In addition to the Seminar Planning Committee and the CAC Treasurer, previous seminar committee members will be glad to advise you and try to help you with your seminar. Do not hesitate to contact them. Here is a list of previous seminar host laboratories and chairpersons.

ROSTER OF MEETINGS PAST AND FUTURE

Year	Season	Laboratory	Location	Chairperson	Notes
1980	Spring	DOJ-Santa Barbara	Santa Barbara	Robert Cranston	
1980	Fall	DOJ-Modesto	Yosemite	Duane Lovaas	
1981	Spring	LA Sheriff	Los Angeles	Barry Fisher	
1981	Fall	Washoe Co Sheriff	Lake Tahoe	Enrico Togneri	
1982	Spring	Orange Co Sheriff	Orange County	John Ragle	Joint Mtg—NWAFS
1982	Fall	DOJ-Sacramento	Sacramento	John DeHaan	
1983	Spring	San Francisco PD	San Francisco	Debbie Wakida	
1983	Fall	San Bernardino Sheriff	Ontario	William Baird	
1984	Spring	DOJ-Watsonville	Monterey	Steve Cooper	
1984	Fall	San Diego PD	San Diego	James Stam	
1985	Spring	Oakland PD	Oakland	Jan Bashinski	UC Berkeley Co-host
1985	Fall	Los Angeles PD	Los Angeles	Greg Matheson	
1986	Spring	Contra Costa Co Sheriff	Concord	John Patty	
1986	Fall	DOJ-Riverside	Palm Springs	Faye Springer	
1987	Spring	Washoe Co Sheriff	Reno	Enrico Togneri	Joint mtg w/NWAFS
1987	Fall	Huntington Beach PD	Irvine	Eston Schwecke	
1988	Spring	Inst. Of Forensic Sciences	Berkeley	Chuck Morton	
1988	Fall	Orange Co Sheriff	Costa Mesa	Carol Sidebotham	
1989	Spring	CCI	Sacramento	Lou Maucieri	
1989	Fall	Cal Lab	Irvine	Carol Hunter	
1990	Spring	San Mateo Co Sheriff	San Mateo	Nick Stumbaugh	
1990	Fall	LA Co Sheriff	Long Beach	Dave Hong	
1991	Spring	San Francisco PD	San Francisco	Debbie Madden	
1991	Fall	San Bernardino Co Sheriff	Ontario	Hiram Evans	
1992	Spring	DOJ-Fresno	Bass Lake	Gary Cortner	
1992	Fall	Ventura Co Sheriff	Ventura	Margaret Schaeffer	
1993	Spring	DOJ-DNA Berkeley	Berkeley	Jan Bashinski	
1993	Fall	San Diego Co Sheriff	San Diego	Randy Robinson	
1994	Spring	Oakland PD	Oakland	Mary Gibbons	
1994	Fall	LA Sheriff/LA Coroner	Pasadena	M. Munoz/S. Dowell	Founders
1995	Spring	Contra Costa Co Sheriff	Walnut Creek	Karen Sheldon	
1995	Fall	Los Angeles PD	San Pedro	Joe Hourigan	
1996	Spring	Santa Clara Co Lab	Milpitas	Raymond Davis	Founders
1996	Fall	DOJ-Riverside	Palm Springs	Steve Secofsky	
1997	Spring	Sacramento Co Lab	Sacramento	Ann Murphy/ Jeff Herbert	
1997	Fall	Orange Co Sheriff	Irvine	Liz Thompson	Founders
1998	Spring	Forensic Analytical	Monterey	Amy Mongan	
1998	Fall	San Diego PD	San Diego	John Sims	
1999	Spring	Forensic Science Associates	Oakland	Peter Barnett	Founders
1999	Fall	San Bernardino Co Sheriff	Ontario	Mike Kellett	
2000	Spring	SERI	Napa	Brian Wraxall	Joint w/ FSS
2000	Fall	CSULA	Glendale	Tony Longhetti	Founders
2001	Spring	CCI	Lake Tahoe	Victor Reeve	

ROSTER OF MEETINGS PAST AND FUTURE cont.

2001	Fall	Los Angeles Co Sheriff	Universal City Walk	Dean Gialamas	
2002	Spring	San Francisco PD	Fisherman's Wharf	Bonnie Cheng	Founders
2002	Fall	Los Angeles Coroner	Huntington Beach	Dan Anderson	
2003	Spring	Washoe Co Sheriff	Reno, NV	Suzanne Harmon	Joint w/ NWAFS
2003	Fall	San Diego Sheriff	San Diego	Jeanne Parson/Celia Lukomski	Founders
2004	Spring	San Mateo Sheriff	Foster City	Mona Ten	
2004	Fall	Ventura Co Sheriff	Ventura	Michael Parigian	
2005	Spring	Oakland PD	Jack London Square	Tom Abercrombie	Founders
2005	Fall	LAPD	Downtown LA	Buffy Miller/Henry Tuazon	
2006	Spring	Contra Costa Co.	Concord	Paul Holes	Joint w/ FSS
2006	Fall	Riverside	PechangaResort	Elissa Mayo	Founders
		SWITCH Between North/South			
2007	Spring	Orange Co. Sheriff's	Anaheim	Pennie Laferty	
2007	Fall	DOJ Jan Bashinski Lab	Berkeley	Meghan MannionGray/ Sheltri Hallford	
2008	Spring	San Diego PD	San Diego	Tanya Dulaney/Frank Healy	Founders
2008	Fall	Sac Co. DA	Sacramento	Cara Gomes	
2009	Spring	San Bernardino		Craig Ogino	
2009	Fall	Santa Clara		Grady Goldman	Founders
2010	Spring	Fresno DOJ		Nancy McCombs	
2010	Fall	Alameda Co Sheriff		Michelle Dilbeck	
2011	Spring	LASO		Heidi Robbins	Founders
2011	Fall	CCI		Cecilia von Beroldingen	
2012	Spring				
2012	Fall	San Francisco PD		Bonnie Cheng	

PREPARING YOUR COMMITTEES

It is important to divide duties and responsibilities carefully to increase efficiency and to allow full participation of your laboratory's staff. Carefully evaluate your staff's individual strengths and skills and their willingness to commit time and energy to the meeting when assigning people to specific committees. Although there may be a different number of individuals participating in the meeting, a division of labor and responsibilities as outlined below may be helpful. It is divided into three main areas of responsibilities, seminar chairperson, vendor chairperson and technical program chairperson with sub-categories as staff resources permit.

Seminar Chairperson- Responsibilities include:

- Site Selection
- Establish timelines
- Arrange space for technical sessions, workshops, vendors and certification exams
- Finalize hotel contract
- Arrange food functions, select menus
- Serve as hotel liaison
- Select committees and delegate responsibilities
- Oversee and coordinate committee meetings

Budget Coordinator

- Establish preliminary budget
- Maintain seminar account
- Oversee individual committee budgets
- Account for all financial transactions
- Prepare detailed budget and final financial report presented to CAC

Publicity Coordinator

- Send meeting announcements to appropriate journals
- Set up seminar Web Page with link to CACNEWS.org
- Advertise meeting and workshops to non-CAC members
- Prepare meeting announcements and coordinate the timely mailings of all announcements
- 1st mailing (5 months prior to meeting) includes site, dates, workshop descriptions and abstract form.
- 2nd mailing or E-mail (2 months prior to meeting) includes site, dates, meeting and hotel registration materials. Tentative schedule and abstract form.
- 3rd mailing (1 month prior to meeting) includes site, dates, meeting and hotel registration materials. Technical program schedule and abstract form.

Registration Coordinator

- Coordinate assembly of technical program binder with technical program chairperson
- Select materials for registrant packets (ex. Bags, notebooks, pens, etc.)
- Place registrants in computer database
- Coordinate registration during meeting including staffing of registration table each day
- Process registration checks and have the Treasurer process credit card transactions

Hospitality Coordinator

- Investigate local attractions. Restaurants and information for inclusion in the registration packet
- Arrange for all details associated with hospitality suite including provision of food and drink and oversight of the hospitality suite, use adjoining room for staff members
- Arrange for transportation and accommodations for VIP's if necessary
- Obtain donations and sponsorship from local business (non-vendor sources such as restaurants, professional sports, etc.) Get tax exemption information from the Treasurer
- Start requesting raffle donations as early as possible, as some companies have specific amounts per year.

Vendor Chairperson – Responsibilities include:

- Solicit exhibitors for the meeting
- Provide a contract and secure funds from vendors
- Coordinate literature distribution in the Registration packets
- Serve as the vendor/hotel liaison for vendor needs and security
- Prepare vendor packets including nametags, meal tickets, etc.

Sponsor Coordinator

- Solicit donations and sponsorships from the vendors (i.e. T-shirt and product giveaways, coffee break sponsor, wine & Cheese sponsor, etc.)
- Assure that sponsors get adequate recognition for their donations
- Coordinate the raffle for donated prizes

Technical Program Chairperson – Responsibilities include:

- Receive and evaluate abstracts
- Solicit guest speakers
- Serve as a liaison between speakers and the meeting
- Establish the technical program and scheduling of speakers
- Provide a copy of the technical program to the person producing the program binder
- Arrange for technical session moderators
- Determine, in advance, AV needs and coordinate with AV coordinator

Workshop Coordinator

- Establish workshop topics and solicit funding if appropriate
- Seek out additional funding through AAFS and CAC Endowment (talk to Treasurer for requirements)
- Coordinate workshop needs with the workshop presenters
- Arrange for equipment needed and handouts or notebooks
- Communicate AV needs to AV coordinator
- Give general welcoming remarks during workshops and announce breaks

Audio/Visual Coordinator

- Coordinate with the Technical Program Chairperson and Workshop Coordinator to determine AV needs of speakers.
- Handle all AV needs at meeting site and coordinate staff to assist with lights and technical needs during meeting.

CHOOSING A SITE – It is best to reserve the Seminar site a minimum of two years in advance. When considering a hotel meeting site, it is best to evaluate at least 3 sites before making a final decision. The site visit should be arranged with the hotel banquet coordinator and attended by the Seminar Chair and one or more laboratory staff member.

The site visit should include a tour of the meeting space and sleeping rooms, discussion of meal and banquet functions and an overview of the Seminar space requirements. It is helpful to draft up a summary of days, events, meal functions and room requirements for the hotel to review during the site visit. It is important to ascertain whether the hotel has sufficient meeting space to accommodate both the participants and the vendors. Historically, hotels should NOT charge for meeting space. Usually a set minimum room night requirement will waive any meeting space fees. See example below:

HOTEL SITE VISIT
CAC SEMINAR ESTIMATED REQUIREMENTS

SEMINAR DATES:

- 1st Choice: May 5th – 9th (Monday – Friday)
2nd Choice: May 12th – 16th (Monday – Friday)

ATTENDANCE – Classroom Seating:

DAY	TIME	FUNCTION	# OF PEOPLE
Monday	9 am-5 pm	Board Meeting	15
Tuesday	8 am-5 pm	Workshops (3 to 5 rooms)	50-100
Wednesday	8 am-5 pm	Main Program	100-175
Thursday	8 am-5 pm	Main Program	100-175
Friday	8 am-12 pm	Main Program	50-100
	1 pm-5 pm	ABC Exams	5-20

HOTEL ROOM NIGHTS: 125-200 (for entire conference, include vendor & presenter rooms)

MEALS AND BREAKS:

DAY	FUNCTION	# OF PEOPLE
Monday	Coffee with refreshers morning and afternoon	15
Tuesday	Coffee/Soda Breaks am & pm	50-100
Tuesday	Lunch (optional, could have on your own lunch)	50-100
Wednesday	Coffee/Soda Breaks am & pm	100
Wednesday	Lunch	100
Wednesday	Wine and Cheese Reception	100
Thursday	Coffee/Soda Breaks am & pm	100
Thursday	Lunch	100
Thursday	Banquet	90-100
Friday	Morning Coffee Break	50-75

VENDORS: Space needed for 25 to 35 Tables for Wednesday and Thursday (100 square feet per vendor is optimum)

OTHER NEEDS: Hospitality Suite (Tue-Thurs); Presenter AV Set-Up Room; Upgrade Suite for Seminar Chair and CAC President.

Geographical considerations – Most CAC Seminars are conducted in hotels proximal to the host laboratory. This cuts down on the need for sleeping rooms for seminar staff and reduces transportation costs. Meetings can be held, however, in hotels some distance from the lab. Although proximity is a convenience, location should not exclude a possible unique meeting site, e.g., Yosemite Valley or Lake Tahoe. Contact the Chamber of Commerce or the Visitor's Bureau of a certain area to obtain a list of hotels or resorts.

When estimating overall participation, room nights and walk-in registrants, consider the distance most laboratory participants will have to travel to the meeting. For example, a meeting held in a large downtown area with three nearby laboratories might have a reduced number of overnight hotel guests because most participants will commute. A meeting held in an area with no surrounding laboratories may have an increased number of room nights because most guests will be staying at the hotel.

Space considerations – A CAC Seminar requires a fair amount of meeting space. Make sure that the hotel understands up-front what the space requirements are. Draft out a preliminary schedule with the function, date, time and number of people in attendance. (See Choosing A Site example).

Board Meeting – Arrange the CAC Board meeting times with the President. This meeting will be attended by 10-15 people.

Workshops – The number of workshops and the number of attendees will vary with each Seminar. Consider putting limits on the number of workshop participants to control the size of the workshop.

Vendor Space – The vendor space should be in close proximity to the main Technical Session and should have sufficient room for 25 – 35 vendors. There should also be sufficient room for coffee breaks and the wine and cheese to be held in the Vendor Space.

Main Technical Program - The main meeting room should be able to accommodate 100 – 150 people classroom style for Wednesday and Thursday and 50 – 75 people on Friday.

Lunches – Lunches are usually set on rounds and will need to accommodate 100 – 150 people.

Wine and Cheese Reception – The wine and cheese reception should be held in the vendor area and should be able to accommodate 75 – 100 people.

Business Meeting – The business meeting can be held in the same room as the Main Technical Session or in a room that can accommodate 50-75 people.

Banquet – The banquet should be held in a facility that can accommodate 120 people.

ABC Exams – Contact the ABC liaison to determine the number of ABC exams to be given and schedule a secluded room accordingly.

Hospitality Suite – The hospitality suite should be able to accommodate the social after-hour functions of the meeting. A hotel suite (or connecting rooms) works well. The hosting lab usually brings in food/drinks for the hospitality. Don't ask, don't tell is generally the policy with the hotel.

President's Room - The CAC President's accommodations will be paid for by the Seminar. Also keep in mind rooms for special guests or speakers.

Other – Determine if there will be any other meeting space requirements (i.e. Study groups, ASTM meetings, etc.)

Budget considerations for the Site

The hotel should be able to provide a reasonable room rate and may be able to provide discounts to government employees. Ask the hotel if they are offering the lowest possible rate available. If the room price is too high, attendees may seek other cheaper accommodations thereby lowering room night attendance numbers.

Try to get the hotel to waive the meeting room charges based on the number of seminar attendee room nights, as this has been the industry standard. If the hotel is strict on a high number of room nights, try to negotiate a sliding scale where the meeting room charges are reduced based on the percentage of total room nights booked. The hotel should also provide complimentary room nights after a certain minimum number of room nights are booked. It is standard to receive one complimentary room night for every 50 room nights booked. These complimentary room nights can be put toward staff room needs.

All finances should be handled on a hotel master account. Contact the CAC Treasurer if the hotel wishes to do a credit check or if the hotel needs a deposit.

The CAC Seminar will produce a lot of revenue for the hotel. Keep this in mind when negotiating the contract with the hotel. Push for deals on meeting space rental, parking, wine and cheese reception, etc.

Meal and banquet considerations

During your site visit, ask for a complimentary lunch to get a sample of the catering menu. Outline for the hotel the number of breaks and meal functions that you are anticipating. Do not structure the hotel contract to be contingent on meal counts. You can provide the hotel with an estimate of the number of meals, but allow some flexibility based on registration. You should expect that the hotel will want guaranteed meal counts 72 hours before each meal.

Most hotels will charge you for all of the meals that you guarantee. If you overestimate the number, you may still have to pay for the meals. If you underestimate the number, you should only pay for the number of meals consumed. The general rule is to estimate about 10% below the actual numbers for all meal functions. **Remember that the costs of the meals are subject to tax and gratuity (approx. 25%).** Ask the hotel to guarantee that there will not be a price increase in meal costs. Explore banquet options with the hotel, as well as outside venues. Most hotels will arrange a theme banquet, but be sure to ask if there are any set-up costs.

Vendor considerations

It is important to situate the vendor display area close to the main technical session. It is essential that there be enough space for at least 25 vendors (6 foot tables) with additional space to accommodate coffee break needs. The vendors are a very valuable source of income for the CAC Seminar. Successful seminars typically have 25 – 35 vendors.

Most hotels will be able to provide a locked room for the vendor area. If the area is unsecured, you must arrange for security either by the hotel or through a private company. In the recent past, there have been thefts of cash and vendor equipment, so it's very important to make sure this area is secure after hours. The hotel should provide reasonable electrical access in the vendor room. Be sure to ask how many outlets are available, if they charge any set-up fees and if they do, are they daily charges.

CAC Seminar Site Visit Checklist

When visiting a potential hotel meeting site, use this checklist to answer the questions that will facilitate a successful seminar.

GEOGRAPHICAL CONSIDERATIONS	NOTES
Is there a nearby airport? Serviced by which airlines?	
Is there a hotel shuttle to and from the airport? Cost?	
What nearby attractions are there? Are they within walking distance?	
Are there parking fees for the hotel guests? For day visitors? Can they be waived? In and out privileges for guests?	
Other?	
SPACE CONSIDERATIONS	NOTES
Does the hotel have space for both 30 vendors and a technical session for 150+ people to run concurrently?	
Will there be a charge for the meeting rooms? Will this be waived with a minimum number of room nights?	
Are there suites available?	
Can a hospitality suite be set up where food and beverages are supplied by the CAC?	
Will the hospitality suite be complimentary?	
Can upgraded rooms for the Seminar Chairman and CAC President be gotten at the regular room rate?	
Will the vendor area be adjacent to the technical session?	
Is the lighting in the meeting rooms adjustable? Is there easy access to it?	
What are the hotel rates for AV rental? What AV items are included with the meeting rooms?	
Can CAC supply their own AV?	
Are there appropriate rooms/facilities for workshops? ABC exams? Study groups?	
Guests will be responsible for their own registration?	
Government employee room rates available?	
BUDGET CONSIDERATIONS	NOTES
What minimum number of room nights must be met to waive the meeting space fees? Is it on a sliding scale?	

Are there additional set up charges for vendor tables? Registration area? Banquet?	
Are there complimentary room nights offered with room night minimums? (e.g., 1 free room night per 50 booked)	
Can all hotel costs be handled on a single master account?	
What deposit is required by the hotel at the acceptance of the contract?	
Be sure to contact the CAC Treasurer and Seminar Planning Committee Chair PRIOR to signing the hotel contract	
MEAL AND BANQUET CONSIDERATIONS	NOTES
What are the menu choices for lunch and the banquet (100+ in attendance)? What are the costs? Are meal options not on the standard banquet menu available?	
At what date prior to the seminar are the meal prices guaranteed?	
What are the menu choices for morning and afternoon breaks? What are the costs? Are other (less expensive) break options available, like considering ala carte options for breaks?	
What are the costs of meals and breaks including tax and gratuity?	
Is water service provided during the main meeting and workshops? Anything else provided (pens, paper)?	
Can a theme banquet be arranged? Meal costs? Set up costs?	
Will it be possible to hold the banquet somewhere other than the hotel and have the hotel costs stay the same?	
Is there a corkage charge for beer and wine? Can CAC supply its own wine? What minimum charge is there for the no host bar?	
What will the wine and cheese reception cost?	
Are there any expenses that have not been discussed?	
VENDOR CONSIDERATIONS	NOTES
Is there enough space for 30 vendors? What is the maximum number of vendors that will fit? (Estimate approximately 100 square feet per vendor)	
Is there security available for the vendor area? Is there an additional charge for security? Can the vendor display area be locked up overnight?	
Can breaks be held in the vendor area?	
Are there enough electrical outlets in the vendor area? What are the costs for extension cord usage/set-up?	
What size tables are there for the vendors? Is there a set-up charge?	

Is there an extra charge for electrical service to the vendor display area? Is 220v service available?	
Can the hotel store vendor display items: display boards and equipment?	
Can the hotel ship and/or receive exhibitor items?	
Are the any charges associated with vendors shipping equipment?	

NEGOTIATING THE HOTEL CONTRACT

After the site visit, the hotel will draft up a contract. **Read the hotel contract carefully!** Ask the hotel to explain anything that you don't understand or if there are any benefits that are not discussed. Do not hesitate to negotiate with the hotel. If you received a contract from a competing hotel use it to your advantage in your negotiations with the hotel of your choice. Make sure the hotel defines the specific rooms for the functions that you requested. This may alleviate confusion later during the seminar.

Before signing, make a copy of the hotel contract and provide it to the CAC Seminar Committee Chairperson and the Treasurer for approval.

*******Do not sign the hotel contract without approval from the CAC Seminar Committee and the CAC Treasurer*******

PREPARING A SEMINAR BUDGET

One of the more challenging aspects of hosting a Seminar is budgeting. A Seminar that has a sound financial plan based on data from previous successful seminars will usually be a financial success.

Setting Up Seminar Bank Account - Designate one person to handle most of the Seminar finances. Generally, a \$1000 to \$2000 advance will be required for the hotel deposit. The Treasure will pay this directly to the hotel. Money for initial expenses—seed money (\$2000 typically) will also be needed. The Treasurer will provide a checkbook to the seminar finance person approximately 6 months prior to the seminar. The checkbook will come with a check register that has register balance of \$2000. This money is considered seed money, which means it is money to be paid back to the CAC general funds at the end of the seminar (this amount needs to be deducted from the seminar profits). At the end of the seminar the checkbook and register must be given back to the Treasurer for record keeping purposes.

Preliminary Budget – Once the hotel contract is signed and the major expenses determined (special guest costs, workshop fees, etc.) it is time to prepare a preliminary budget. This should be done about one year before your seminar. The preliminary budget should outline all anticipated expenses and income. The purpose of this preliminary budget is to get a reasonable idea if expenses will outweigh income. This will help you forecast the feasibility of financing workshops, speakers or other special events.

Detailed Budget – A detailed budget should be prepared 3 months in advance of the scheduled Seminar. The purpose of the detailed budget is to help set registration costs and to monitor the financial health of the meeting as it progresses. **INCLUDE** in your financial report, the “Seminar Stats Survey” document on page 23 of this planning guide.

Endowment Contribution-The A. Reed and Virginia McLaughlin Endowment Fund award each seminar with \$1500 to be used for workshop expenses. This award is intended to benefit CAC members only.

Recognition of the donated expenses should be made apparent to those attendees who benefit. This money will be provided by the Treasurer upon written request with a stated purpose of how the funds will be used.

AAFS Funding- The Criminalistics Section routinely distributes funds to be used by regional associations for training purposes (on application). Any organizations interested in a portion of this funding must formally request the funding stating how the funds will be used, why the funds are needed, how much is requested and when the funds are to be used. Lucy Davis Houck is currently the Criminalistics Section Chair. You can contact her for application deadlines at the following e-mail address and phone numbers: (304)685-6612 and (606)766-0400 fax, LDHouck4n6@gmail.com.

Setting the Registration Costs – Set registration costs approximately 3 months before the scheduled Seminar, so the 2nd announcement mailing can reflect the registration schedule. When setting your detailed budget, experiment with different registration costs to see the effect of the overall finances. See previous seminar costs on the next page.

Full Registration – The Full pre-registration costs for CAC members should be determined by the cost of all breaks, meals, banquet and registration material. If your hotel food costs are high, and your registration costs don't cover all your food costs, you must plan on increasing the number of vendors you will have to make up the difference.

*****This is why a preliminary budget is so important for planning and setting costs initially*****

More recently, workshops prices have been a separate charge from the registration. It is up to the discretion of the Seminar Chairperson to determine if workshops are going to be budgeted within the Full registration. If a workshop is included in the Full registration cost, include the cost of the workshop in the Full registration cost.

Non-members and Late Registrants – Non-members and late registrants should pay an additional \$30-\$50.

Daily Registrants – Set-up registration fees for daily registration fees by estimating the cost of all breaks, meals and meeting costs for each day. Increase the daily registration fee by \$50-\$75 to encourage Full registration.

Student Registrants – Full time students should receive a discount on registration at the discretion of the Seminar chairperson. Previous seminars have offered students drastically reduced rates by charging only for the cost of meals. You have the option of the student costs to not including meals. Be sure to indicate on your registration form whether this cost will includes meals.

Life Members - Life members of the CAC are eligible for complimentary registration at CAC Seminars.

Special Guests – Special guests and staff may receive reduced or complimentary registration at the discretion of the Seminar chairperson. Staff members from your laboratory can receive complimentary registration if your budget allows, but don't forget to add them to your meal counts!

EXAMPLE OF SETTING REGISTRATION COSTS
Previous Seminar Registration Costs

Event	S-04	F-04	S-05	F-05	S-06	F-06	S-07
Full member	\$165	\$155	\$160	\$165	\$155	\$165	\$175
Full Non-member	\$195	\$185	\$185	\$215	\$185	\$195	\$225
Full Student	\$65	\$55	\$55	\$65	\$55	\$70	\$60
Student Non-member	\$90	\$85	\$85	\$80	\$85	\$100	\$110
Workshop							
CAC	\$30-\$75	\$40-\$110	\$35-\$100	\$65-\$75	\$65-\$75	\$45-\$65	\$65-\$85
NON	\$40-\$95	\$65-\$140	\$50-\$125	\$90-\$100	\$95-\$115	\$70-\$95	
Wed only							
CAC	\$100	\$90	\$80	\$85	\$150	\$160	\$100
NON	\$135	\$120	\$95	\$110	\$185	\$195	\$130
Thur only							
CAC	\$125	\$110	\$110	\$85	\$175	\$185	\$120
NON	\$160	\$140	\$140	\$110	\$215	\$220	\$150
Fri only							
CAC	\$75	\$45	\$50	\$45	\$95	\$105	\$55
NON	\$100	\$75	\$60	\$60	130	\$140	\$85
Banquet							
CAC	\$40	\$40	\$65	\$65	\$65	\$50	\$55
NON	\$50	\$50		\$65			
Lunch							
CAC	\$35	\$25	\$30		\$30		All day meal
NON	\$40	\$30					\$75
Room rate	\$105	\$84	\$129	\$106	\$84	\$104	\$84

Final Financial Report – Within one month of the conclusion of your Seminar, a final financial report should be presented to the CAC Seminar Committee and the Board of Directors.

PREVIOUS SEMINAR INCOME STATEMENTS

Laboratory	CHAIR	Vendor Income	Registration Income	Totals	Profit
S95 Contra Costa	K. Sheldon	10,148.00	11,195.00	21,343.00	3,842
F95 LAPD	J.Hourigan	12,200.00	13,752.00	25,952.00	6,532
S96 Santa Clara	R. Davis	12,240.00	16,592.00	28,832.00	397.00
F96 Riverside	S. Secofsky	10,319.00	14,525.00	24,844.00	-5632.31
S97 Sac Co.	Murphy/Herbert	17,680.00	15,983.00	33,663.00	11,696.57
F97 Orange Co.	L. Thompson	22,720.00	23,570.00+922.91other	47,212.91	10,350.22
S98 Forensic Anal	A. Mongan				
F98 SDPD	J. Simms	17,250.00	27,022+88.79interest	44,360.79	5,272.85
S99 For.Sci Assoc.	P. Barnett	13,250.00	11,235.00+5880 other	30,365.00	-1,301.00
F99 San Bern Co.	M Kellett	12,925.00	18,335.00	31,770.89	4,646.87
S00 SERI	B. Wraxall/FSS	12,175.00	40,060.00	52,715.00	5,548.43split w/FSS=2774.22
F00 CSULA	T. Longhetti	12,550.00	15,640.00	31,690.00	3,384.97
S01 CCI	V. Reeve	11,875.00	17,934.00	31,509.00	16,161.55
F01 LASO	D. Gialamas	15,100.00	19,293.00	39,743.00	-1,860.69
S02 SFPD	B. Cheng	14,000.00	38,135.00	52,735.00	2892.16
F02 LA Coroner	D. Anderson	16,500.00	32,378.00	51,674.30	-10,071.85**
S03 Washoe Co.	S. Harmon	16,618.00			5,480split w/ NWAFFS=2740
F03 SDSO	Parsons/Lukomski	19,016.00	22,635.50+2000grants	43,651.50	5,766.06
S04 San Mateo Co.	M. Ten	19,425.00	20,001.00+2,755.00	42,181.00	4,367.59
F04Ventura	M Parigian	18,725.00	27,765.00+980	47,470.00	9,641.32+280= 9,921.32
S05Oakland	T. Ambercrombie	15,650.00	22,000.00+125 misc	37,775.00	4,289.93
F05LAPD	Tuazon/Miller	25,650.00	20,202.00	45,852.00	5,900.22
S06Contra Costa	P. Holes/FSS	30,275.00	20,113.75+10,250other	60,638.75	9,312.23no split
F06RiversideDOJ	E. Mayo	24,575.00	30,330+6430	61,305.00	19,593.74
SWITCH N/S					
S07Orange Co.	P. Laferty	30,250	24,575+1500	56,325	To be determined
F07RichmondDOJ	Mannion/Hallford				
S08San Diego PD	Dulaney/Healy				
F08Sac Co DA	Gomes				
S09SanBernardino	C. Ogino				
F09Santa Clara	G. Goldman				
S10Fresno DOJ	N. McCombs				
F10AlamedaCo	M. Dullback				

**The Fall 2002 Seminar was the 100th Anniversary of this association and was given authority from the Board of Directors to take a loss of that amount.

WORKING WITH VENDORS

- 1) Begin contacting potential exhibitors/contributors **as soon as possible**.
 - a) A good source of potential exhibitors/contributors are those companies from which your laboratory orders supplies or services.
 - b) Make **frequent** follow-up calls, at least once or twice per month after the initial contact.
 - c) Record all contacts for future reference
 - d) In vendor contract, include clause stating that the CAC is not responsible for any thefts during the seminar. Also clearly state any cancellation clauses.
- 2) Have information regarding the seminar (dates, levels of participation, exhibit hall layout, etc.) available to send or fax to potential exhibitors/contributors ASAP (see attached).
- 3) Most important: Funds collected from the exhibitors essentially pay for the entire seminar. Therefore, anything that can be done to draw seminar participants into the vendor exhibit area should be done.
Suggestions:
 - a) Have all refreshment breaks during the seminar in the exhibit hall.
 - b) Hold all raffles in the exhibit hall.
 - c) Have one evening of Hospitality events in the exhibit hall with the vendors (e.g. a wine and cheese party).
 - d) Arrange for the vendors to eat lunch prior to the seminar participants. This allows them to be back at the exhibits to assist seminar participants during the remainder of the lunch break.
- 4) Have a raffle for the vendors, preferably each time you have a raffle for the participants.
- 5) Have someone from the seminar organizing committee at the Hotel in the exhibit hall to assist the vendors when they arrive to set up and during all refreshment breaks.
- 6) A list of companies that have contributed funds to sponsor the CAC meeting should be included in the program binders (see attached).
- 7) A list of the vendors exhibiting at the CAC meeting should be included in the program binders (see attached).
- 8) An agenda listing the events scheduled for each day of the meeting should be provided for the vendors.
- 9) A letter of appreciation should be sent to each vendor and sponsor following the seminar (see attached).
- 10) A list of seminar participants should be sent to each vendor following the seminar.

CAC WEB SITE

There are two things to do:

A) Inform members of the seminar on the CAC web site (WWW.CACNEWS.ORG)

You may email all seminar information, as it becomes available, to the web master so he can post it on the CAC web site. Send the electronic version only. You can email them as an attachment, or send them on a floppy or CD. Please don't mail paper or send faxes.

B) Archive and disseminate all of the meeting papers and abstracts

In an effort to organize all of the abstracts/papers from all CAC seminars and allow easy access to them through our web site, we would like to do two things:

- 1) Put all of the abstracts (and full papers) into an organized database for archiving.
- 2) Put all of the above on the CAC web site for all to see.

You will accomplish both by simply collecting all of the abstracts (and full papers, if you have them) and send them to the CAC web master.

Send the electronic version only. You can email them as an attachment, or send them on a floppy or CD. Please don't mail paper or send faxes. This process is evolving, and right now, we don't want 'Power Point' presentations, only abstracts and full papers. To keep it all simple, you can send every paper you have and the Webmaster will decide what to post on the web site.

You can do so at your convenience, but if the meeting has been over for more than one month and I still don't have the files, I will call you. If you need help, please let me know.

Mark Traughber

mark.traughber@doj.ca.gov

<http://www.cacnews.org>

AMERICAN BOARD OF CRIMINALISTICS (ABC) CERTIFICATION EXAMS

Be sure to contact the ABC-CAC Certification Chair to discuss facility and staff requirements for ABC exams that may be given at your seminar. The Chairperson can be contacted via the web at cacnews.org/organize.htm.

The ABC-CAC Certification Chair requests the following be provided at each CAC Seminar:

- A minimum of one very quiet room to administer exams. Occasionally more than one exam room is needed. Ideally this room should be set-up classroom style and accommodate 12-20 individuals.
- One booth to advertise the ABC. This could be part of the literature table or at the registration table. The ABC has a banner they would like to display.
- The ABC would like to include a page of information about the ABC (or the most recent ABC Newsletter) in the registration materials given to each attendee at the seminar.

Seminar Stats Survey

Hotel Stats:

Room rate-
Minimum number of nights in contract-
Any comp-ed rooms-
Hotel deposit-
Total rooms booked for seminar-
Any charges for meeting space-

Vendor Stats:

Price per table-
Total number of tables-
Literature Only price-
Break sponsor (how many & amounts)-
Extra lunch ticket price
Extra Banquet ticket price

Registration Stats:

Number of workshops-
Costs of each workshop-
Costs to put on each workshop-

All registration costs (member/non member/student)-

of full registrants-
of walk-ins-

Vendor Income-
Registration income-
Misc. mug/tee shirt income-

Entertainment costs for banquet-

“Grand Prize” presented and it’s cost-

Vendor Income-
Registration Income-
Endowment income-
Profit-