

NORWESCON

THIRTY-FIVE



NORWESCON
P.O. Box 68547
Seattle WA 98168-0547



POST CON REPORT JANUARY 2013
SEEDS OF TOMORROW

Norwescon 35 Postcon Report

January 2013



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PROGRAMMING POST CON WRAP-UP

Sunny Jim

Programming Director

With around 450 hours of programming this year, we crammed something into every nook and cranny of the Doubletree! There were about 300 hours of presentations and talking heads panels, and more than 75 hours of interactive, hands-on programming. Our music program really took off this year; I hope everyone had a chance to check out the great concert lineup.

We had a fantastic group of Guests of Honor this year. Science Guest of Honor Bridget Landry took us to space and blew us away with her amazing costumes; she wore a different costume every day, and some days, more than one. John Picacio wowed us with a slide show of his new George R. R. Martin calendar and was spotted all over the convention, even playing video games in the arcade. DAW showed us their new lineup and talked about the business. Finally, Steven Baxter treated us to a reading of his recent work and took us on a tour of technological cusp points and their consequences.

Our big excitement this year in the programming department was the water main rupture on Sunday. It started as a small trickle in the green room closet and escalated to a lake that covered about half of the green room and stretched across the hallway, sporadic trickles in the grand ballrooms, and an impressive waterfall into the fishbowl. Despite some disruption in the hallway during the break between panels and the pros having to miss out on their lunch in the green room, the situation was handled efficiently and with very little panic! Special thanks to Edward Martin for his assistance in

moving things out of the way of the rapidly expanding green room pond.

On a personal note, I've had a great time over the past few years working with the programming staff and pros to deliver a convention I hope you've all enjoyed. It's time now for me to move on to other pursuits, and I hope next year's team has as much fun as I have in putting together the program. The programming team this year all deserve a huge thank-you; our department includes the folks running the green room and pro suite, stage management, track leaders, the Guest of Honor liaisons, the Guest of Honor selection committee, and the Single Pattern Contest. If you have a great idea for a panel for next year, you can send it to the programming department through the Norwescon contact us link on the web page.

SHINING A NEW LIGHT ON THE ART

Doug and Pat Booze

Art Show Co-managers

Over the past few years, the Norwescon art show team has been continually working to improve the processes and functionality of the art show. This year we took on a lofty goal, the improvement of the art show lighting.

With the technical skill and knowledge of our tech department and inventive ideas of AvPro, our lighting vendor, we came up with a new system for lighting each of the art bays and it was an excellent first year attempt. We learned a lot and identified where we can make improvements. Our artists seemed very happy, and the membership gave good feedback. With the

tweaks that we have identified, we believe that we will have the best lighting possible next year.

We want to thank our Tech Team: Elizabeth Thomas-Rodolf, Walt Thomas, Cheryl Ferguson, Robert Johns, and especially Jordan Orr for his design work and Mike Orms for his hard work in assisting in the installation.

Once again we would like to thank our art show staff, without whom we actually could not do this job. First and foremost, we thank our construction chief, Walt Thomas. He is the hardest working man, and we want him to know how much we appreciate him. For us, he is our Pawtowskis, impossible to replace. Let us not forget our dedicated staff who keep everything rocking and rolling behind the desk: Leslie Fischer, Jean Carlos, Rob Carlos, Shaughnessy, Caroline Westra, Jeff LaCoss, Marreen LaCoss, Bill Cochell Jr, Diane Hardin-Wahlberg, and Heather Chestnut. We would also like to congratulate Jeff LaCoss for being awarded this year's Art Show Apprentice Award.

We would like to thank our new head of bag check, Philip Lewis, for taking on the job and putting an excellent team of volunteers together; he did a fantastic job. Our print shop team, led by Lise McKinney; her second, Laura Penty; and the newest member to our print shop staff, Sean, did another bang-up job. We would also like to thank the Artists' Alley head, David Ketcherside, and his team members, Lorne Hill and Alton Lawson, for another great year.

This year's charity auction was a cooperative effort between the art show team and our chairman's team, and we would like to thank them and especially Betty

Bigelow once again for her skills and great humor at auctioneering as well Jeff LaCoss, who has the auctioneer patter down to an art form. They did a great job and kept the audience entertained as well as spending money.

And, of course, there would not be an art show without our artists. Every year we can hardly imagine that the quality of our art could get better but it does. This improvement is due to the skilled talent and dedication of the artists who it is our honor to showcase at Norwescon. Thank you.

Our final thanks goes to John Picacio; he is one of the top artists in the field of science fiction and fantasy, and it was an honor to have him once again at Norwescon, this time as our Artist Guest of Honor. His generosity to our staff and membership is greatly appreciated, and he is just an all around great guy. Thank you, John.

We hope that the Norwescon membership once again enjoyed the art show and was inspired by what they saw. We are dedicated to continuing the best show that we can produce.

Thank you to all

NORWESCON 35 (2012) ART SHOW AWARDS

We are pleased to announce that Norwescon's scholarship goes to the Northwest College of Art and Design student Leanne Dunn for "Vulture Girl."

We would like to thank this year's judges, Don Lacke, Caroline Westra, Mac Oros, and John Picacio.

Judges' Choice: _____

Guest of Honor Choice:	Julie Baroh <i>"Peri"</i>
Best in Show:	Kyle Abernethy <i>"1 Timothy 2:8-15"</i>
First Place:	Julie Baroh <i>"Peri"</i>
Second Place:	Michael Duquette <i>"for Time Skipper"</i>
Third Place:	Rob Carlos <i>"Armageddon Dragon"</i>
Best Color:	Jeff Sturgeon <i>"Martian Archway"</i>
Best Black & White:	Katherine Leeds <i>"Winters Gift"</i>
Best Mix:	Aimee Stewart <i>"Sister Moon"</i>
Best 3-D:	MacLeod Dragons <i>"Fishing"</i>
Best Jewelry:	GemPunk Jewelry <i>"Time Bandit"</i>
Best Textile:	Elizabeth Fellows <i>"Emerald Dream"</i>

People's Choice Awards: _____

Best in Show:	Michael Duquette <i>"for Time Skipper"</i>
Best Sci-Fi:	Michael Duquette <i>"for Time Skipper"</i>
Best Fantasy:	Heather Hudson <i>"Remembering Spring"</i>
2nd Place:	Aimee Stewart <i>"Gypsy Firefly"</i>
Best Humor:	Sarah Clemens <i>"Boneheads"</i>
Best Horror:	Amber Clark <i>"A Moment of Hope"</i>
2nd Place:	Matthew Hinshaw <i>"Traction" and "Base of Change"</i>
Best Mixed Media/3-D:	Michael Duquette <i>"for Time Skipper"</i>
Best Jewelry:	Tiger Waddell <i>"Captured Time Necklace"</i>
2nd Place:	Gempunk Jewelry <i>"Aves"</i>

SMORGASBORD OF SPECIAL EVENTS

Cheryl Dyson
Special Events Director

Thank you to all our members who attended Norwescon 35's Special Events activities! We hope you had a great time! Here are some of the highlights:

The Masquerade had many amazing entries. Kudos to everyone who participated! We look forward to seeing your work in the future. Many thanks also to the staff and volunteers behind the scenes who worked hard to put on a great show. Our winners this year were:

Rising Star _____

Best in Class <i>Amberre Cloverune</i>	Anastasia Demiers
Best Workmanship <i>Clash of the Titans</i>	MJ Parker, Darrel Parker, & Tracey Plunkett

Novice _____

Best Presentation <i>Anubis Guard</i>	Walter Zimmerman
Best in Class <i>Clash of the Titans</i>	MJ Parker, Darrel Parker, & Tracey Plunkett
Best Workmanship <i>Will O' the Wisp</i>	Melissa Nichols

Journeyman

Best Presentation
What the Lonely Goat Herd Diana Daniels

Best in Class
Will O' the Wisp Melissa Nichols

Best Workmanship
Senator Padme Amidala Torrey Stenmark

Master

Best Presentation
Welcome to the Future Julie Zetterberg, Lisa Satterlund,
& Gregory Sardo

Best in Class
Senator Padme Amidala Torrey Stenmark

Best Use of Theme
Welcome to the Future Julie Zetterberg, Lisa Satterlund,
& Gregory Sardo

Judges' Choice:

Humor
*The Answer to the
Age-Old Question* Alicia Faires

Trixie Award for the Big, Loud,
Glittery, and Obnoxious
Under the Waves Orchid Cavett & Zachary Brant

Thank you all for your hard work and participation!

The Fannish Fetish Fashion Show filled Grand 2 and 3 for the second time, and the designers wowed everyone with their amazing designs. The Wreckless Freeks brought astonishment (and horrified fascination) to the spectators. Please let us know what you thought about our attempt to bring something different to the show.

All of the dances were extremely well

attended this year, and our DJs rocked the hotel until the wee hours of the morning. Many thanks to our awesome DJs and the members who danced until their feet begged for mercy!

Scheduled gaming was consistently busy. Only two of the scheduled GMs did not make it to the convention. Many thanks to the dealers and convention members who provided prizes for the winners.

Lazer tag was very well attended, and Wizarding Dueling is becoming a very popular event! The Hogwarts-themed badges were a hit with the younger crowd (and some of the older people as well), and we saw some proudly displayed certificates afterward. Please be on the lookout for Harry Potter Infrared Battle Wands! We will need more for next year and will purchase them if you contact us. Email specialevents@norwescon.org if you have some or know where to find them.

Our first Stealth and Tracking game was a hit among the players, and they gave us some excellent feedback for doing it bigger and better in the future! Be prepared to come back and hunt your fellow con-goers!

Our Con Clue Scavenger Hunt winner was MJ Parker, as the only contestant to give the correct answer of Jack O'Neil was killed by a Sonic Screwdriver in Cascade Room 2. Congratulations, MJ!

This year was tremendously successful for open gaming and LARPs. With LARPs scheduled on the first floor of the rotunda on Friday evening and Saturday afternoon and evening, most open gaming took place on the second floor. For much of the weekend,

NORWESCON 35 BUSINESS POSTCON REPORT

attendance was high, with table space at a premium on Friday and Saturday. Special thanks go out on the LARP side to Amber Eagar and Brandon Burton for organizing successfulLARPs over the weekend. On the Open Gaming side, table management and direction was facilitated by the efforts of Jennifer Smith, Jordan Kunkel, and Sarena Woods.

In a convention first this year, we played Muggle Quidditch! The game was played on Sunday in Grand 3 on a quarter-sized pitch using rules modified from the International Quidditch League. We had representatives from the local league, and they left us with an excellent write-up, including this quote: “At one point, all the audience chairs were filled and only standing room was left. By the end of the day, people were leaving with smiles and talks of starting their own teams around Washington.” We thank them for their assistance and participation in making this a really fun event. The full article can be found here:

<http://www.internationalquidditch.org/2012/04/quidditch-a-success-at-norwescon/>

Thank you to all of our players, referees, and assistants for making this an amazing success!

Kathy Bond

Norwescon 35 was an interesting year for the convention financially. We applied for and received 501(c)(3) status in May 2011, we provided more money to charity and sponsorships than in previous years, and we tried out Maxi's again. All of these choices, as you can see, affected our financial picture. (As a side note, neither figure below directly captures the cost of some of the hotel food and beverage events because we pay the hotel one lump sum, and then, we have to manually break out the charges and assign them budget codes after the fact.) For Maxi's, we had a food and beverage minimum of \$12,000. The total cost of Maxi's ended up in budget line items for Hotel Food and Space. And, to break it out, we spent \$4,883.70 on the food and beverage minimum (including sales tax) and \$2,415.12 in drink tickets. Total, that means that Maxis cost us \$7,298.82. If you are curious as to what exactly was spent at the GOH banquet or the PK Dick Awards, please feel free to ask for more information.

The report below is as follows. First, you will see the big picture overview of net income, net expenses, and then expenditures by department. As a note, the expenditures by department will not directly add up to the net expenses because we do have some few expenses that do not line up under the departments. Second, you will see a report that attempts to break things out into different categories across departments but in a grouping that might be more similar to how you actually think about the money we spend at the convention. Included in this chart is a listing of the budget codes that comprise each grouping so that you can get a sense of how interdepartmental some of the spending is.

If the below reports are not satisfying your fiscal itch, feel free to ask for more information

Figure 1—Big Picture NWC 35

Department	Budget Amount	Amount Spent
Chair	\$31,895.30	\$29,766.64
Vice-Chair	\$40,452.00	\$31,428.89
Business	\$20,772.00	\$10,548.32
Member Services	\$9,000.00	\$9,727.01
Publications	\$41,420.00	\$36,437.47
Convention Services	\$22,850.00	\$22,595.45
Programming	\$12,230.00	\$13,792.83
Personnel	\$7,890.00	\$7,623.07
Special Events	\$2,510.00	\$1,237.21
Totals:	\$189,019.30	\$163,156.89
	Net Income:	\$147,248.40
	Net Expenditures*:	\$169,382.42
	Grand Total:	--\$22,134.02

*includes the above department totals plus bank charges and capital expenses

Figure 2—An Alternate Way

Income:	Amount	Budget Code
Memberships:	\$128,052.69	601
Dealer Room:	\$11,200.00	602
Art Show:	\$3,549.70	500, 603, 501
Misc. Income	\$3,635.96	750, 751, 752, 753, 900
NWSF Pass Through*	\$810.00	599
Totals:	\$147,248.40	

Expenditures:

Hotel: Food and Space	\$29,906.13	1110,1150,1152, 1153, 1154
Publications:	\$36,437.47	Total from all codes
Registration	\$6,887.25	3002, 3003, 3004, 3005, 3020
Art Show	\$2,027.16	3007, 3008, 3009, 3018
Equipment Rental	\$11,918.13	5002, 5009
Business Expenses	\$7,314.57	5012, 2004, 2011
Legal/Professional Fees	\$3,565.70	2006, 2010, 2017, 2018, 5008
GOH Travel and per diem	\$7,877.80	6006, 6007
Food and Beverage	\$8,875.93	7003, 7006, 7008, 7011, 7014, 7016, 6013, 6014, 1149
Charity	\$10,100.00	700, 1025, 1026, 1027, 1028, 1029
KBTC Sponsorship	\$12,000.00	1030
Capital Expense	\$1,279.14	950
Misc. Expenses	\$31,193.14	
Totals:	\$169,382.42	

Total Income:	\$147,248.40
Total Expenditures:	\$169,382.42
Grand Total:	--\$22,134.02

* Normally, this income would not still be reflected in our report as it is pass through income; however, we have not yet written their check.

CLUB TABLES

Jeanine Swanson

Club Table Liason

We were able to accommodate 21 of the more than 30 requests we received for club table space. For many years, Norwescon offered half of a 6' table for clubs, groups, conventions, and organizations that promote science, science fiction, fantasy, costuming, and other fannish pursuits. For the past several years, more and more groups are requesting the use of a full 6' table because they bring promotional displays. This year we saw many wonderfully imaginative club and organization displays. Full table displays reduce the number of clubs, groups, and organizations we can accommodate, but that is balanced by the fabulous eye candy and creativity.

It was wonderful to see the commitment the groups have to their fannish passions. Most tables were staffed by representatives from 10 a.m. to 5 p.m. or later daily.

We experimented with a couple of methods for reducing congestion in the convention lobby area. We routed the preregistration queue in the Northwest Ballroom hallway, freeing the main corridor thoroughfare. We used the same area for queuing for the Masquerade. Another small modification to location of the Information and Peacebonding tables eased congestion in an area that has been a bottleneck for many years.

The Member Services team partnered with the Tech Team and Norwescon's lead staff photographer to improve the Masquerade photo area. The new layout allowed more photographers to participate with less elbow bumping and interference, and Masquerade

participants were able to easily move through the area. We learned a lot and will be applying feedback from the photographers in upcoming improvements.

A couple of weeks before the convention, we had an opportunity to use a small area in the concourse between wings 6 and 7 as an ad hoc photographer area. We had little opportunity to promote the area as a great place for group and individual shots. We will be looking for opportunities to promote this photo spot if it's available to us in the future.

501st Garrison Titan
Beyond Reality Costumers Guild
Broad Universe
Causality: The Webseries
ConClusion: Westercon 65
Crypticon
Cult of Scott Bakula
EMP
Foolscap
Frontiers LARP
Hands that Heal
Imperial Starbase Society (ISS)
National Space Society
Nerdwest
Northwest Science Fiction Society (NWSFS)
NW Independent Writers Association
Rustycon
SB Charities
Seattle Browncoats
Spokane in 2015 Worldcon bid
Steamcon

NORWESCON DEALERS' ROOM

Tracy Knoedler

Dealers' Room Coordinator

I would like to thank all the dealers that attended Norwescon 35. They helped provide a variety of merchandise for all 3,000+ members at this year's convention. I must say that the room was full the entire time from open to close. We look forward to seeing everyone again next year!

Angelwear
Artistic Intention/Three Ravens Books
B Brown and Associates
Badgers Den
Books Universe
Cargo Cult Books and Notions
Celtic Moonlighting
Confabule
Cordochorea Creations
Dragons Hoard Games and Collectibles
Dragons Unlimited
Everett Comics
Eye-Deas Fantasy Cats
Fairwood Press
Firefly Cargo Bay
Firefox Fashion
Games Plus
Gem Games and Hobbies
Hard Limits Press
Honeck Sculpture
Magickal Aardvark
Mary Sturgeon/Perihelion Press
Nightshade Rose Studio
Northwest Independent Writers Association
Optimystical Studios
Phil Davis Books and Treasurers

Prose and Steel
Purple Top Hat: The Art of Celine Chapus
Quicksilver Fantasies
Realm of Regalia
Runecraft Creations
Seams Like Magik
Sign of the Unicorn
Sinister Metalworks
Spacetrowler
Springtime Creations
Steelcraft
T.M. Originals
Tormented Artifacts
VanZee Magic and Dragon Pets
Velvet Mechanism
Written Wyrd
Xcentricities Corsets
ZB Publications

LIGHTS, CAMERA, ACTION

Patricia "Pat" Booze

PR Manager

It has become commonplace in the hallways of Norwescon to see people with cameras filming the activities of the convention. This year, however, you may have noticed something a little larger and more involved rolling and being carried through the hotel. It was the crew of KBTC, Tacoma's public television station. Norwescon is proud to have entered into a relationship with KBTC, becoming a corporate sponsor of the station in an effort to promote both the station and our love of science fiction, fantasy, and science. KBTC is developing a series of spots focusing on these aspects. They will be shown over the course of the next year. KBTC was at Norwescon to film our

corporate sponsorship promotional piece, which will be aired this spring. The piece is also posted on Norwescon's website in the outreach section.

We would like to thank Jeanine Swanson for being the representative of Norwescon; she did a great job. We look forward to working closely with KBTC and developing other projects with them. And we hope that both organizations will benefit from this relationship as well as educate the public about our passions and dreams for the future.

REGISTRATION: OUT WITH THE OLD, IN WITH THE NEW

Registration | Sally Woehrle

The Registration team had a very interesting convention this year. We had an old system that was dying and a new system being used for the first time on Sunday. I want to thank the membership and pros of Norwescon 35 (2012) for being so patient when the registration system forgot them or failed to print out the badges of some they remembered. The old, unlamented system was laid to rest late Saturday night.

Sunday morning the new 21st-century registration system made its debut. It is a kiosk-based system where everyone enters their own information. Individual members are now responsible for the spelling of such things as badge names and email addresses, making things easier for everyone.

Norwescon 35 was attended by 2,405 paid members, 178 free children, and 468 pros, for a total membership of 3,051. Sunday, 308 people bought memberships for Norwescon 36 (2013).

I want to thank my registration staff for all the long hours they worked and their incredible patience. When everything around them was falling apart, they still managed to smile at people. We could not get along without Dragon Mom (Susan), Jeffrey, Drew, Diane, EJ, Jordan, and Cathy and her daughter Susan. I especially want to thank one of our dedicated volunteers, Tahlia, who volunteers every year. I hope to see you all again March 28-31, 2013, when we can enjoy a new way of managing registration at Norwescon 36.

Thank you all.

MOVIE PREVIEWS

Keith Johnson and Alan Halfhill

With a mother lode of swag (thanks to Allied Marketing and Janet Wainwright!), nobody left the Movie Previews empty-handed. This year our six hours of programming time (spread among four "shows") was seen by 580 people (more than last year). Based on a 10 percent repeat rate, we believe we served approx. 520 unique members, 17 percent of our membership!

With Alan Halfhill's peerless technical direction and our knack for presenting information our members are interested in, we believe the Movie Previews will continue to be the most popular programming at Norwescon.

NWC 35 POST CON HOTEL REPORT

Kevin Black

Hotel Liaison

Norwescon 35 filled the Doubletree Hotel (now renamed the DoubleTree by Hilton Hotel!) once again, and as usual (despite inevitable isolated problems), the staff bent over backward to ensure that we had a successful convention. We are consistently told that Norwescon is the hotel's favorite client, and their staff asks not to have their days off scheduled during con! Norwescon appreciates its continuing relationship with the hotel. Nevertheless, changes are coming, which we hope will ultimately be for the good of convention members.

First, the numbers! The Norwescon room block sold out in November for the second year in a row, almost six months before con. A small block of rooms was set aside for professionals invited to attend the con after the anticipated sell-out date. The Hotel Liaison facilitated reservations for more than 57 Norwescon members shut out after closure of the room block and arranged for placement of 48 staff reservations in the staff areas.

Despite reaching a peak of 2,009 room nights four weeks before con, the final pickup for the room block was 1,618 room nights, with 391 room nights lost due to late cancellations. As a result, Norwescon missed its contractual room block obligation for the fourth time in the past five years (although this time just by two room nights!). Cancelled room nights by and large are resold to hotel guests (con members and otherwise) at a price which is at least 40 percent higher than the negotiated con rate.

In an effort to curb the cancellations, Norwescon has requested a policy change, starting with

Norwescon 36. The hotel will now collect a deposit at the time of reservation equal to the cost of one room night (plus taxes). This deposit will be fully refundable until 90 days before the convention (or December 28, 2012). Instead of being resold at full price, cancelled room nights will be returned to the room block for use by other convention members until the final closure of the room block 30 days before con.

We hope this new policy will help the room block stay open longer and enable more convention members to stay at the hotel at the con rate. We realize this change will present an inconvenience for some. Members who are forced to cancel reservations after the 90-day cutoff should contact the Hotel Liaison at hotels@norwescon.org, who will help facilitate reservation exchanges (if possible) to avoid penalties if a substitute can be found. Norwescon also arranges for courtesy rates for con members at other area hotels, where reservations will be available without making a deposit. Details will be posted on the Norwescon website later in 2012.

In other news, Norwescon negotiated a contract modification in 2012 to allow for the closure of Maxi's Lounge for the exclusive use of con members on Friday and Saturday nights. To make this happen, Norwescon signed a minimum drink sale guarantee and distributed drink tickets at con to encourage members to imbibe and take advantage of the new space. If you enjoyed having this opportunity, please provide feedback to the Norwescon 36 executive team as it mulls over options for 2013.

Norwescon also signed contracts to return to the DoubleTree by Hilton Hotel in 2016 and 2017 in exchange for no increase in the room rates over what had been previously negotiated for 2015. This locks us into the hotel through Norwescon 40!