



# **Final Report - Rapport final**

***Ottawa 2011***

**Joint Annual Meeting    Congrès annuel conjoint**

**GAC/AGC - MAC/AMC – SEG - SGA**

**Simon Hanmer, General Chair, *Ottawa 2011***

**André E. Lalonde, Co-chair, *Ottawa 2011***

**Ottawa, February 29, 2012**

# **FINAL REPORT *OTTAWA 2011***

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## 1- CHAIRS' REPORT

Simon Hanmer (Geological Survey of Canada, General Chair)

&

André E. Lalonde (University of Ottawa, Co-Chair)

### **Introduction and overview of *Ottawa 2011***

*Ottawa 2011*, the joint meeting of the Geological Association of Canada (GAC), the Mineralogical Association of Canada (MAC), the Society of Economic Geologists (SEG) and the Society for Geology Applied to Mineral Deposits (SGA) was held from May 25 to May 27 on the campus of the University of Ottawa.

We did not undertake to chair the joint national meeting of the GAC and MAC lightly, especially when international partners are involved. The organisation of such an event can be a daunting task, but one that is greatly facilitated by a few key actions. First, attract a first class team of people who will comprise the Local Organising Committee (LOC) and chair its constituent sub-committees. The Ottawa geoscience community, encompassing the University of Ottawa, Carleton University and the Geological Survey of Canada, truly came together and worked to make *Ottawa 2011* the success that we believe it was. Second, treat the *GAC Annual Meeting Guide* as your bible – adhering closely to its suggested organisational calendar.

In our opinion, the meeting was a wonderful success and, after a five-year hiatus, represented a return for the joint meeting to what many consider its 'roots', on a university campus. We believe that the site chosen for our meeting contributed significantly to its success. In addition to being located right in the downtown core of the Nation's Capital, less than 800 metres from Parliament Hill and in close proximity to all downtown hotels and restaurants, the campus of the University of Ottawa offered economical residence housing to many of our delegates, and modern classrooms and auditoria, all equipped with standardised podiums and digital projection facilities, in which to hold our technical sessions. All talks and sessions were held in the central block of the campus, connected to the University Centre, cafeteria, and residences, greatly facilitating the efficient transit of delegates between sessions.

*Ottawa 2011* attracted over 1000 people, 850 of whom were full paying delegates. Student registration at the meeting was exceptionally high (265), possibly the highest of any joint GAC-MAC meetings held in the past decade. More than ever, the meeting presented young graduate and undergraduate students with an opportunity to meet members of the geoscientific community and to present the results of their studies. In light of this, it is somewhat surprising that registration from regular members was not as high as in recent meetings (524), especially those attending the full meeting (452). In particular, the ratio of members to non-members registered as full time delegates warrants attention; 300/152 for professionals and 189/76 for students. *What does that say regarding the differential fee model we used (see Finance sub-committee report)? What does this tell GAC and MAC councils about the perceived benefits of membership?*

The meeting was blessed with a highly successful fundraising campaign, with major donations coming from several large mining corporations, but also from the Geological Survey of Canada (specifically for translation and publication services), and the offices of the Vice-President Research and Vice-President Academic and Provost of the University. Additional support from the University of Ottawa came in the form of a waiver of all rental fees for rooms used in the technical sessions and the Canadian Museum of Nature was a valued supporter of the Public Lecture.

In addition to the quality and diversity of the technical program, we feel that *Ottawa 2011* benefitted from a number of positive subsidiary factors.

- All posters were displayed for the entirety of the two-day poster session, giving delegates ample time to browse and select posters they wished to return to later. The result was excellent attendance and a great ambience of scientific discussion (the presence of beer was, of course, but an incidental draw).
- Commercial exhibitors applauded *Ottawa 2011* for the location of their booths beside the registration desk in the principal concourse of the University Centre, which at times was completely engorged with delegates and members of the public. Holding the icebreaker and several receptions with refreshments and food in the concourse, while the exhibitors were present, ensured maximum exposure for their booths.
- Food services provided by the central campus contractor was of excellent quality and generally appreciated by delegates.
- Registration procedures, both pre-meeting and on-site were efficiently and effectively handled by the GAC HQ staff, thereby taking a great load off the shoulders of the LOC and avoiding potential frustration for the delegates.

## **Initial Planning**

One cannot start the planning process for a venue of this size too early. An initial call to the geoscience community in Ottawa (Geological Survey of Canada, University of Ottawa and Carleton University) was dated April 12<sup>th</sup>, 2006, fully 5 years ahead of *Ottawa 2011*. In it, Hanmer, then GAC Advocacy Councillor announced that GAC Council was considering holding an upcoming GAC-MAC meeting in Ottawa and that he was looking to gauge the level of local interest in organising and hosting it.

Informal, “pre-LOC” meetings were held in May 2006 and April 2007 with those who had expressed an initial interest in participating, wherein we outlined our perspectives on the core *Ottawa 2011* themes. In the interim, over the course of 2007, we formally approached the Conventions and Reservations Service of the University of Ottawa in order to reserve facilities on campus well ahead of time.

Potential participants in the LOC, especially prospective subcommittee chairs, were keen to understand their likely roles prior to committing to join us. In this regard, the detailed listing of subcommittee responsibilities drafted by the General Chair of the *Halifax 2005* GAC-MAC meeting proved invaluable, and required only minor modification to fit *Ottawa 2011*.



The first formal meeting of the LOC, in January 2008, was the opportunity for the subcommittee chairs to contribute their opinions on directions *Ottawa 2011* was to take. The resulting theme and logo, *Navigating Past & Future Change*, are encapsulated in our formal letters of invitation to SEG and SGA to participate as co-sponsors of *Ottawa 2011*, which included the following text:

*I am following up on the initial informal discussions you have had with Mark Hannington regarding the potential participation by xxx in the upcoming joint meeting of the Geological Association of Canada (GAC) and the Mineralogical Association of Canada (MAC), to be held on the campus of the University of Ottawa, May 25th-27th, 2011. With this letter, I would like to issue a formal invitation to xxx to consider co-sponsoring the Ottawa 2011 meeting.*

*GAC-MAC meetings strive to reflect local colour and flavour, and the local character of Ottawa reflects the proximity and potential access to elected and senior government officials. GAC-MAC Ottawa, 2011, presents the Canadian Earth Science community with the opportunity to air and discuss new and exciting ideas regarding all aspects of geoscience, and to present the societal relevance of the Earth Sciences to current and potential users of geoscience in other scientific communities, for example Environment, Agriculture, Fisheries and Oceans, Health, as well as to federal decision makers who can impact the Earth Sciences in Canada – such as Industry, Finance and Treasury Board.*

*Ottawa 2011's logo, centred around 16th/17th century explorer Samuel de Champlain's astrolabe, highlights this meeting's commitment to exploring both the scientific and the societal aspects of Earth Science. Building on the concept of communicating the societal relevance of the Earth Sciences, we have selected Navigating Past & Future Change as the Ottawa 2011 motto ...*

*In addition to the foregoing, we will proactively foster communication regarding Geoscience Education, especially in schools, and public awareness of Earth Science.*

*Earth Resources are key to Canada's economy, and we are looking forward to this representing a major component of the meeting. The opportunity is there for xxx to sponsor a Special Session and/or a Short Course focused on topics of keen interest to the economic geology community at Ottawa 2011. In any event, we would be actively seeking xxx's input to the Technical Program, chaired by John Percival, should you decide to accept our invitation.*

### **Ottawa 2011 Logo**

With the *Ottawa 2011* motto in hand, a logo was designed by a professional artist in close cooperation with Hanmer, who formally interpreted it as follows:

*Ottawa 2011's motto - Navigating Past & Future Change - highlight's this meeting's commitment to exploring both the scientific and the societal aspects of Earth Science. One of the earliest historical navigation instruments found in the vicinity of the Canada's National Capital is reputed to be Samuel de Champlain's astrolabe. Champlain, who first surveyed the Ottawa River in 1613, is commemorated by a statue that stands in one*

*of Ottawa's parks, his outstretched arm reaching to the river, holding his astrolabe ... upside-down.*

*The astrolabe, a symbol of Ottawa, was the historical equivalent of the modern GPS, so prevalent in modern Earth Science endeavours. In our logo, we have chosen to represent Champlain's astrolabe for its historical value, while recognising that, as astrolabes go, this one is lacking much that might be required by the proficient navigator, even in 1613.*

*The single arm of Champlain's astrolabe is set to 45°N degrees, Ottawa's latitude. The astrolabe sits on the surface of the Earth, underlain by grey layers that develop waviness with depth. These grey layers symbolically represent several of geoscience elements: the layering of a supracrustal sequence (e.g. the Ordovician limestones that underlie the Ottawa Valley) and folded strata; the waviness, heraldic symbol for water, also represents groundwater, as well as the lacustrine and marine realms of geoscience; it can also represent seismic waves, as well as other aspects of modern geophysics. Above the ground, the Earth as a planet is symbolised by lines of longitude and latitude on a blue background - the "blue" planet. The all-encompassing blue circle that surrounds the other elements symbolises both the oceans and the atmosphere.*

*With the symbology of this logo, Ottawa 2011 intends to signal the openness and inclusiveness of this GAC-MAC meeting to all Earth Science disciplines and endeavours.*

## **Gathering Momentum**

By 2008, full LOC meetings were regularly scheduled at approximately 6-month intervals. At this stage, the principal subcommittee work was focused on backroom negotiations with the University of Ottawa regarding space and facilities. Several other committees were essentially waiting for these negotiations to provide concrete decisions so that they too could begin to move forward with their planning responsibilities. By the end of the year, we were actively seeking a Webmaster for the *Ottawa 2011* site, as the GAC had recently lost theirs.

Early in 2009, we discovered that, despite repeated visits by both the relevant LOC subcommittee chair and us, the Conventions and Reservations Service (CRS) at the University of Ottawa apparently had no record of *Ottawa 2011*. This would appear to be due to excessive staff turnover at CRS. Nonetheless, we were able to establish a renewed and more robust relationship with the CRS, one that proved invaluable. However, we were also lucky that no other convention had booked our dates on campus. Hence the moral of this story is to get everything down in writing from the very initial contact.

By spring 2009, we were in negotiations with the University of Ottawa regarding rates for rooms and other facilities. While in good faith, the university practice whereby they will not confirm exactly what spaces would be available to *Ottawa 2011* did complicate the financial forecasting, which the Finance subcommittee was already preparing. At this time we had also contacted both SEG and SGA at the appropriate Council level, and were preparing to contact GAC and MAC sections and divisions regarding the Technical Program. Even though it was not due to be distributed until spring 2010, the

Printing/Publications & Translation subcommittee was already developing a strategy for the First Notice at this time.

By fall 2009, all LOC subcommittees were fully engaged and actively addressing organizational issues that fell within their purview. At this time we approached the Geological Survey of Canada to request financial support for translation and publication costs, which was approved and granted. Building on that success, we approached the University of Ottawa and were very gratified to receive positive responses for financial support from the offices of both the Vice-Rector Academic and Provost and the Vice-Rector Research. Financial details are presented in the Finance sub-committee report.

From this time on, LOC meetings moved to a monthly schedule, alternating between the GSC offices and the University of Ottawa. It goes without saying that life became progressively more “hectic” as we approached spring 2011, as can be determined from the various subcommittee reports.

General Secretary Charlie Jefferson took minutes of every LOC meeting and ensured that they, with highlighted action items, were provided to the General Chair within 24 hours of each LOC meeting. These were reviewed and distributed immediately. Rapid follow through with the meeting minutes contributed to excellent communication within the LOC, and a sense of positive momentum within the team. In addition, they provided an ongoing record, both to keep everyone on track and for the purposes of eventual accountability.

With the organisation of the meeting in hand, it remained to determine who would formally open *Ottawa 2011* and welcome the delegates. We approached Allan Rock, President of the University of Ottawa, and the Honourable Christian Paradis, at the time Minister of Natural Resources Canada, both of whom, unfortunately, had other engagements. However, we were delighted when Dr. Mona Nemer, Vice-Rector of Research and Brian Gray, Assistant Deputy Minister of the Earth Sciences Sector (NRCan), both accepted our invitation to address the delegates at the opening ceremony on Wednesday 25 May, 2011.

### **Geoscience and the Media**

The history of previous GAC-MAC meetings, and of press coverage of the geosciences in general, demonstrate that attracting the ear of the media is an uphill battle that is rarely won. Undaunted, given our stated intent in our “Welcome” text to present the Canadian Earth Science community with the opportunity to air and discuss new and exciting ideas regarding all aspects of geoscience, and to present the societal relevance of the Earth Sciences to current and potential users of geoscience in other scientific communities, as well as to federal decision makers who can impact on Earth Science in Canada, we set out to establish an explicit strategy to win the attention of the media and our targeted external audience.

Given the paucity of media coverage of geoscientific issues in Canada, considerable effort was invested by several members of the LOC to reach out to local and Canadian media associations and scientific journalists and to encourage their participation at the meeting and to facilitate media coverage on both local and national scales. For example,

we determined that we could afford to subsidise two journalists to each actively participate in one of two *Ottawa 2011* field trips, with the understanding that they would report on the geological issues raised during these field excursion and also attend parts of the technical program. In addition, we offered to grant free access to all conference events for *bona fide* journalists. We also prepared a list of preliminary media pointers and “constituencies of interest” (stakeholders) for each facet of the meeting (see Miscellaneous report). Unfortunately, last minute scheduling conflicts prevented identified journalists from participating in field trips. Furthermore, our other efforts clearly did not achieve the desired results. If we did manage to get some coverage in the local press and radio media it was because of the efforts of the University of Ottawa Media Relations office, which took it upon itself to publicize the presence of nearly 1000 geoscientists on its campus. Selected LOC members did give several radio interviews promoting the conference and the public lecture that were organized by the UO Media Relations Office. Not surprisingly, our advice to future LOC’s is that they interact with professional media relations officers to get media attention and not attempt to do this themselves.

### **Geoscience and Society (outreach)**

Following a well-established and successful Ottawa practice, we solicited two breakfast talks in the context of a *Geoscience & Society* perspective. These were 45 minute, early morning presentations by recognized leaders in their fields that highlighted, in lay terms, the importance of geoscience for two important Canadian societal issues: (i) natural resources and the Canadian economy (Jim Franklin), and (ii) natural hazards and the safety of Canadians (John Clague). The intent was to provide elected and non-elected officials and their staffs, decision-makers in general, the media and Ottawa 2011 delegates, with topical, non-partisan information on the role of geoscience in society.

In addition, John Adams of the Geological Survey of Canada gave the evening public lecture at the newly refurbished Museum of Nature on “*The Val-des-Bois, Québec, Earthquake of June 23, 2010 and Earthquakes in the Ottawa Valley*” – still a very hot topic in Ottawa, which had recently been “shaken” by tremors, both literally and figuratively. The talk was extremely well attended by the general public, in great part thanks to the efficacy of the Museum’s own mailing list of “Friends” and radio coverage on the CBC and Radio-Canada by members of the LOC on the day of the lecture.

Peter Bobrowsky was specifically co-opted onto the LOC to directly contact a selection of people, in a variety of government departments, who would potentially be interested in the *Geoscience & Society* breakfasts. Given that both he and Hanmer work for NRCan, this turned out to be a potentially sensitive issue. As an alternative, they worked with the Communications Branch of NRCan who provided support by promoting the conference to most federal government departments by including a one page “geo-outreach statement” on the relevance of geology to society through a digital Newsletter maintained internally by each department, the week before the conference.

Unfortunately, the breakfast talks each attracted only ~25 people, including a few members of the popular media at both presentations. We were informed by the media representatives that all intended to publish articles on the lectures, but we are only aware of the one syndicated story relating to John Clague’s talk. The relatively low turnout of

the targeted audience suggests that the passive approach of a Newsletter cannot replace direct contact by members of the LOC.

### **Commercial Workshops**

As *Ottawa 2011* developed we have come across an interesting opportunity that GAC may wish to consider including as a new protocol in its Annual Meeting Guide. In late 2010, we were approached by a company, who also exhibited at *Ottawa 2011*, seeking to organise a training workshop regarding its proprietary analytical equipment and software. The petrologically aware members of the LOC were of the opinion that this was very topical and would be of great interest to a significant subset of *Ottawa 2011* delegates. The company acknowledged that they are nevertheless a commercial concern with commercial intent, therefore they proposed the following neutral conditions :

- They would assume full responsibility, including financial, for the workshop.
- They would hold the workshop off campus, at a local hotel, the day before the meeting starts so as not to draw people away from the meeting.
- They would only charge fees that cover their logistical costs.
- Attendance at the workshop would not require Ottawa 2011 registration.
- They would also showcase and demonstrate their equipment and software as registered Commercial Exhibitors at Ottawa 2011, pending Health Canada authorisation (XRD equipment).
- Ottawa 2011 would announce the workshop on the Ottawa 2011 website.

We, and the LOC in general, were very comfortable with these conditions, and informed GAC Council of our intention to proceed.

However, with hindsight, we would ideally have preferred to make an open announcement inviting proposals for such workshops from the commercial sector, had we been aware of this opportunity earlier. Nonetheless, it occurs to us that in future such an open door call for proposals could provide an exciting, additional draw for people to attend up-coming GAC-MAC annual meetings and increase registration. We suggest that GAC Council might want to consider this and propose it formally to other LOCs, and even introduce it as a recommended protocol in the Annual Meeting Guide.

### **Delegates from Overseas**

A number of delegates from outside of North America and Western Europe wrote to request that we provide letters of invitation to Ottawa 2011 that they claimed were required for visa purposes by consular staff at Canadian embassies abroad. “Invited Speaker” should an honour bestowed on a scientist who has truly been invited, usually to give a keynote presentation. The LOC decided that such invitations should not be abused, nor the “honour” degraded. Hence, our standard response was to issue a letter confirming the title of the delegate’s presentation and the session in which it would take place. In fact, this appears to have sufficed in all cases. However, as a consequence, we were only able to do this after the abstract acceptance process was completed and it is possible that this may have been too late for some scientists wishing to attend.

## Support from GAC HQ

Communication between the *Ottawa 2011* LOC and GAC HQ was excellent throughout the years of planning, and we would like to express our appreciation of the support we received from HQ staff. However, a combination of circumstances concerning the registration website illustrated the need to upgrade communications within GAC HQ. Due to the fact that the two annual meetings prior to *Ottawa 2011* were not organised by the GAC and did not use the GAC registration website, and that changes occurred to the Microsoft operating system during these two years, parts of the GAC registration and abstract submission website were found to be inoperative under the new Windows version. This problem was discovered late and required that the website code be changed and thoroughly tested before website registration could be opened to the delegates. Requests by technical personnel to the LOC for information required to re-set the website for *Ottawa 2011* did not convey the necessary sense of urgency, and that sense of urgency was not apparent to GAC HQ staff until the last minute. Happily, despite a last minute scramble and a delay of two weeks in opening the website, no negative impact derived from this miscommunication. Nonetheless, we feel that the lesson learned is that GAC HQ should upgrade and formalise its internal communications procedures.

## Lessons Learned & Recommendations

- Attract a good team and an engaged lead for the LOC.
- The GAC Annual Meeting Guide is a bible – follow its recommendations.
- GAC support for registration and abstract submission is invaluable – use it wisely and widely.
- Start planning early – time will catch up with you soon enough.
- Effective communication within the LOC is indispensable to effective organising. The Chairs should be aware of all issues at all times.
- Fundraising requires persistence – and is greatly helped by inside knowledge within the LOC of the various potential sponsoring communities.
- Placing all poster contributions on display for the duration of the meeting increases their status and the level of interest manifested by delegates (refreshments help too).
- Place commercial exhibitors in a location with consistent, high levels of traffic – including non-delegates.
- Double and triple check all reservations for all facilities – and get it in writing from the very start of negotiations. Keep the communications lines active with your reservations officers.
- Factors determining success with attracting media coverage are unpredictable. Even when they appear to be expressing an interest in the meeting, persistence is required.
- Do not rely on passive announcements to bring the meeting to the attention of target audiences outside of the geoscience.
- An open call for commercial workshops of potential interest to significant subsets of delegates might act as a draw for registration for the meeting. GAC might consider including guidelines for such an initiative in its Annual Meeting Guide.
- GAC HQ is encouraged to reinforce internal communications.

## Acknowledgements

Putting together a national meeting is a major, multi-year undertaking, whose success is in great part a function of the dedication of the volunteers who create the time to participate in its organisation and development; *Ottawa 2011* is no exception to this. We wish to express our thanks to those, too numerous to name, who made it happen. First, we want to acknowledge the exceptional commitment of the LOC comprised of a variety of subcommittees, their chairs and their sub-committee participants. The subcommittee chairs were responsible for everything from the technical program to on-site facilities and accommodations, finance to fund raising, field trips to short courses, commercial exhibits to publicity, registration to special events, and printing, publications and translation. In addition we are grateful to those Geological Survey of Canada staff who, while not formal members of the LOC, gave freely of their time to enable us to move *Ottawa 2011* forward. Among the LOC members, we are particularly grateful for the support provided by the Executive Committee (John Percival - Technical Program Chair; Brian Cousens - Finance Chair; André Desrochers - Exhibits Chair; Charlie Jefferson - General Secretary) who willingly shouldered the additional responsibility of extra meetings and increased workload.

## 2- FINANCE REPORT

Brian Cousens (Carleton University)

The Ottawa 2011 GAC-MAC-SEG-SGA Annual Meeting was a financial success. The attendance of just under 900 delegates was close to our target of 1000 delegates upon which our budget was devised. The Local Organizing Committee (LOC) raised nearly \$68,000 in donations and sponsorships. The field trips were generally revenue neutral, as designed, with some trips coming in under budget and some coming in over budget.

### Finance Report

**Table 1. Meeting Budget, as established in 2009**

ITEM	Expense	Revenue	HST (13%)	Total
Technical - Room, AV	\$28,100.00		\$3,653.00	\$31,753.00
Registration Bags	\$11,000.00		\$1,430.00	\$12,430.00
Registration HQ Costs	\$30,500.00			\$30,500.00
Registration Web Cost	\$8,000.00		\$1,040.00	\$9,040.00
Shirts for Staff (30)	\$1,500.00		\$195.00	\$1,695.00
Salary for Staff	\$4,500.00			\$4,500.00
Icebreaker	\$15,000.00		\$1,950.00	\$16,950.00
Coffee, Breakfasts	\$30,333.00		\$3,943.29	\$34,276.29
Travel Plenary	\$20,000.00		\$2,600.00	\$22,600.00
Publicity	\$6,080.00		\$790.40	\$6,870.40
Publications/Trans	\$26,922.00	\$3,500.00	\$3,499.86	\$26,921.86
Finance-Audit, Office	\$3,000.00			\$3,000.00
Exhibition Booths	\$5,000.00	\$15,000.00	\$650.00	-\$9,350.00



## Finance Report

**Table 2. Fee Structure and expected number of attendees**

<b>Type</b>	<b>Attendees</b>	<b>Fee</b>	<b>HST</b>	<b>Total Fee</b>
<b>Member Early Bird</b>	300	\$309.73	\$40.27	\$350.00
<b>Member</b>	130	\$376.11	\$48.89	\$425.00
<b>Prof Non-member Early Bird</b>	200	\$420.35	\$54.65	\$475.00
<b>Prof Non-member</b>	85	\$464.60	\$60.40	\$525.00
<b>Student Member Early Bird</b>	70	\$39.82	\$5.18	\$45.00
<b>Student Member</b>	25	\$48.67	\$6.33	\$55.00
<b>Student Non-member Early Bird</b>	70	\$79.65	\$10.35	\$90.00
<b>Student Non-member</b>	25	\$88.50	\$11.50	\$100.00
<b>Accompanying Guest Early Bird</b>	30	\$79.65	\$10.35	\$90.00
<b>Accompanying Guest</b>	15	\$88.50	\$11.50	\$100.00
<b>Retired / Unemployed Early Bird</b>	20	\$123.89	\$16.11	\$140.00
<b>Retired / Unemployed</b>	10	\$150.44	\$19.56	\$170.00
<b>Member 1-day Early Bird</b>	5	\$176.99	\$23.01	\$200.00
<b>Member 1-day</b>	5	\$199.12	\$25.88	\$225.00
<b>Non-member 1-day Early Bird</b>	5	\$221.24	\$28.76	\$250.00
<b>Non-member 1-day</b>	5	\$265.49	\$34.51	\$300.00

The fee structure was designed to keep registration costs to a minimum to encourage higher attendance. Actual attendance was low for both Members and Professional non-members compared to the expected attendance, but Student attendance was much higher than forecast. However, this resulted in lower-than-expected total registration fees as shown in Table 3, below.

## Finance Report

**Table 3. Forecasted vs. Actual Registration Incomes (excludes HST).**

<u>Type</u>	<u>Actual</u>	<u>Forecast</u>
<b>Member Early Bird</b>	\$77,742.23	92,920.35
<b>Member</b>	\$19,181.61	48,893.81
<b>Prof Non-member Early Bird</b>	\$46,703.09	84,070.80
<b>Prof Non-member</b>	\$18,119.40	39,491.15
<b>Student Member Early Bird</b>	\$5,853.54	2,787.61
<b>Student Member</b>	\$1,932.52	1,216.81
<b>Student Non-member Early Bird</b>	\$3,982.50	5,575.22
<b>Student Non-member</b>	\$2,301.00	2,212.39
<b>Accompanying Guest Early Bird</b>	\$2,230.20	2,389.38
<b>Accompanying Guest</b>	\$265.50	1,327.43
<b>Retired / Unemployed Early Bird</b>	\$4,955.60	2,477.88
<b>Retired / Unemployed</b>	\$3,159.24	1,504.42
<b>Member 1-day Early Bird</b>	\$884.95	884.96
<b>Member 1-day</b>	\$1,194.66	995.58
<b>Non-member 1-day Early Bird</b>	\$3,761.08	1,106.19
<b>Non-member 1-day</b>	\$3,185.88	1,327.43
<b>SC02 Remote Pred Mapping</b>	\$88.50	0.00
<b>Total Registration</b>	\$195,541.50	289,181.42

All registration income went to GAC headquarters in Newfoundland through the registration website. All actual income figures were reported to the LOC by GAC HQ, and the LOC accepts those numbers as correct in order to be included in the audit of the Meeting (Appendix 3). Head Office Registration costs are an estimate only, using numbers provided by GAC headquarters.

Fundraising was highly successful (see Appendix 2). Major contributors included the two co-sponsors of the Ottawa 2011 annual meeting, Natural Resources Canada and the University of Ottawa. Several mining companies and consulting companies made generous donations. Fundraising got off to a slow start, with the exception of the NRCan sponsorship, and most donations were arranged in the final eight months before the meeting date.

Cash flow for pre-meeting expenses was generated from advances from GAC headquarters. A total of \$158,500 in seed money was transferred to the LOC.

The meeting audit for the LOC was performed by Andrews and Company of Ottawa based on records submitted by the LOC as of August 2011. The final meeting financial record reported here is an update of the audit report, and more precisely describes both expenditures and revenues to December 2011.

**Finance Report**  
**Appendix 1. Financial Summary**

Item	Income	Expenditure
<b>Registration fees</b>	\$195,542	
<b>Field Trips</b>	\$50,051	\$46,658
<b>Exhibit Booths</b>	\$11,200	\$8,480
<b>Sponsorships</b>	\$68,915	
<b>Social Events</b>	\$20,258	\$71,727
<b>Workshop</b>	\$1,662	\$397
<b>Accompanying Pers Program</b>		\$1,738
<b>Publications</b>	\$2,678	\$25,821
<b>Publicity</b>		\$6,852
<b>Technical Fees LOC</b>		\$27,422
<b>Registration Travel</b>		\$2,167
<b>Registration Prof Fees</b>		\$3,350
<b>Registration Costs Salary</b>		\$27,393
<b>Office Supplies</b>		\$395
<b>Registration Costs LOC</b>		\$12,417
<b>LOC Meeting Audit</b>		\$1,695
<b>Invited Speakers</b>		\$6,612
<b>Bank/Postage LOC</b>		\$440
<b>SUM</b>	<b>\$350,305</b>	<b>\$243,565</b>

Excess of Revenue over Expenditures: **\$106,740**

**Finance Report**  
**Appendix 2. Financial Summary by Category**

**REGISTRATION**

Item	Debit	Credit	HST	Balance
<b>Registration Income</b>		\$195,541.50		
<b>Registration Bags (40)</b>	\$80.00		\$10.40	
<b>Registration Kits</b>	\$4,789.95		\$622.80	
<b>Stationary, Printing Supplies</b>	\$581.85		\$75.64	
<b>ID Badges</b>	\$13.92		\$1.81	
<b>Poster Boards</b>	\$87.25		\$11.34	
<b>Truck Rental</b>	\$33.83		\$4.39	
<b>Fuel</b>	\$35.40		\$4.60	
<b>Parking Fees</b>	\$339.50		\$0.00	
<b>Assistants' Pay, T-shirts</b>	\$5,673.65		\$0.00	
<b>Shipping</b>	\$45.00		\$5.85	
<b>Head Office Costs</b>	\$32,910.00			
<b>Office Supplies</b>	\$395.00			
<b>TOTAL</b>	<b>\$44,985.35</b>	<b>\$195,541.50</b>	<b>\$736.83</b>	<b>\$149,819.32</b>

**EXHIBIT BOOTHS, RENTALS**

Item	Debit	Credit	HST Paid	Balance
<b>Corporate Booths (10)</b>		\$9,000.00		
<b>University Booths (4)</b>		\$2,200.00		
<b>Booth Setup</b>	\$8,200.37		\$279.63	
<b>TOTAL</b>	<b>\$8,200.37</b>	<b>\$11,200.00</b>	<b>\$279.63</b>	<b>\$2,720.00</b>

**Finance Report**  
**Appendix 2. Financial Summary by Category (cont'd)**

**DONATIONS/SPONSORSHIPS**

Item	Debit	Credit	HST Paid	Balance
PATRON				
<b>NRCan</b>		\$14,467.00		
<b>UOttawa</b>		\$10,000.00		
PLATINUM				
<b>PDAC</b>		\$5,000.00		
<b>Vale</b>		\$5,000.00		
<b>Teck Corp</b>		\$5,000.00		
<b>Barrick Gold</b>		\$5,000.00		
<b>HudBay</b>		\$5,000.00		
<b>Quadra-FNX</b>		\$5,000.00		
GOLD				
<b>Goldcorp Inc</b>		\$2,500.00		
<b>Kinross</b>		\$2,500.00		
SILVER				
<b>Goldfields Exploration</b>		\$1,000.00		
<b>Franklin Geosciences</b>		\$1,000.00		
<b>PHOTON Machines Inc.</b>		\$948.00		
FRIENDS				
<b>Areva</b>		\$500.00		
<b>MDD</b>		\$6,000.00		
<b>TOTAL</b>		<b>\$68,915.00</b>		<b>\$68,915.00</b>

**FIELD TRIPS\***

Trip	Debits	Credits	HST Paid	Balance
<b>F-1A Bonnechere Graben</b>	\$14,416.00	\$19,511.00		
<b>F-1B Ganderia</b>	\$7,235.69	\$10,056.00	\$177.28	
<b>F-2B Blake River</b>	\$4,243.99	\$6,814.00		
<b>F-3B Flin Flon</b>	\$10,402.58	\$10,515.00	\$1,003.55	
<b>F-4B Carbonatites</b>	\$1,410.00	\$1,858.00	\$165.10	
<b>F-5B Capital Highlights</b>	\$626.00	\$1,083.00	\$81.38	
<b>F-7B Mountain Pass</b>	\$2,498.76	\$1,699.00		
<b>Field Guides Printing</b>	\$2,994.20		\$389.25	
<b>Field Guides Layout</b>	\$3,200.00		\$416.00	
<b>TOTAL</b>	<b>\$47,027.22</b>	<b>\$51,536.00</b>	<b>\$2,232.56</b>	<b>\$2,276.22</b>

\*Values differ from Appendix 1 due to HST adjustments.

**Finance Report**  
**Appendix 2. Financial Summary by Category (cont'd)**

**SOCIAL EVENTS**

Item	Debit	Credit	HST Paid	Balance
<b>Catering Costs</b>	\$50,118.74		\$1,709.06	
<b>Icebreaker Band</b>	\$500.00			
<b>GAC Lunch Band</b>	\$86.60			
<b>GAC Luncheon</b>		\$7,914.79		
<b>MAC Luncheon</b>		\$7,532.12		
<b>MDD Luncheon</b>		\$3,501.50		
<b>CGF Meeting</b>		\$556.13		
<b>Division Meetings</b>		\$753.03		
<b>Banquet</b>	\$16,148.84		\$2,014.67	
<b>Fun Run T-shirts</b>	\$225.30			
<b>Miscellaneous</b>	\$901.98		\$22.36	
<b>TOTAL</b>	<b>\$67,981.46</b>	<b>\$20,257.57</b>	<b>\$3,746.09</b>	<b>-\$51,469.98</b>

**ACCOMPANYING PERSONS PROGRAM**

Item	Debit	Credit	HST Paid	Balance
<b>Ottawa Tour</b>	\$1,117.31			
<b>Fuel</b>	\$50.00			
<b>Lunch</b>	\$406.90			
<b>Parking</b>	\$16.00			
<b>Taxi</b>	\$25.00			
<b>Van Rental</b>	\$122.90			
<b>TOTAL</b>	<b>\$1,738.11</b>	<b>\$0.00</b>		<b>-\$1,738.11</b>

**TEACHERS WORKSHOP**

Item	Debit	Credit	HST Paid	Balance
<b>21 Trip Fee to GAC</b>		\$1,263.78		
<b>30 Registration Bags</b>		\$398.24		
<b>Field Trip Bus</b>	\$374.50		\$22.50	
<b>TOTAL</b>	<b>\$374.50</b>	<b>\$1,662.02</b>	<b>\$22.50</b>	<b>\$1,265.02</b>

**Finance Report**  
**Appendix 2. Financial Summary by Category (cont'd)**

## PUBLICATIONS

Item	Debit	Credit	HST Paid	Balance
<b>Images, Painting</b>	\$1,693.64		\$143.97	
<b>1st Circular</b>	\$1,615.00		\$80.75	
<b>2nd Circular</b>	\$1,495.00		\$194.35	
<b>Program, Abstract Volumes</b>	\$15,914.78		\$2,068.92	
<b>Graphic Designer</b>	\$880.00			
<b>Translation</b>	\$1,365.57		\$179.06	
<b>Postage, Shipping</b>	\$179.91		\$10.66	
<b>Abstract Volume Sales</b>		\$2,678.00		
<b>TOTAL</b>	<b>\$23,143.90</b>	<b>\$2,678.00</b>	<b>\$2,677.71</b>	<b>-\$23,143.62</b>

## PUBLICITY

Item	Debit	Credit	HST Paid	Balance
<b>Logo Design</b>	\$500.00			
<b>Website</b>	\$2,950.00			
<b>Translation</b>	\$1,599.45		\$222.74	
<b>Photographer</b>	\$99.95		\$9.75	
<b>Shipping, Printing</b>	\$507.65		\$58.79	
<b>Poster for Public Lecture</b>	\$800.00		\$104.00	
<b>TOTAL</b>	<b>\$6,457.05</b>		<b>\$395.28</b>	<b>-\$6,852.33</b>

## TECHNICAL SERVICES

Item	Debit	Credit	HST Paid	Balance
<b>A/V Equipment</b>	\$19,446.00			
<b>Room Rental</b>	\$574.00		\$17.05	
<b>Table Rental</b>	\$697.00		\$23.77	
<b>Easel Rental</b>	\$60.00			
<b>Poster Supplies</b>	\$2,059.02		\$4.62	
<b>Signage</b>	\$719.85		92.28	
<b>USB sticks</b>	\$142.35		\$18.51	
<b>Security</b>	\$1,699.08		\$57.94	
<b>Wi-Fi</b>	\$440.00		\$15.00	
<b>Parking</b>	\$360.00		\$12.28	
<b>Truck Rental</b>	\$945.00		\$32.22	
<b>Bank Draft</b>	\$6.50			
<b>Plenary/Invited Speakers</b>	\$6,612.00			
<b>TOTAL</b>	<b>\$33,760.80</b>		<b>\$273.67</b>	<b>-\$34,034.47</b>

**Finance Report**  
**Appendix 2. Financial Summary by Category (cont'd)**

**FINANCE / ADMINISTRATION**

Item	Debit	Credit	HST Paid	Balance
<b>Audit</b>	\$1,500.00		\$195.00	
<b>Bank Fees</b>	\$235.80			
<b>Courier Costs</b>	\$148.17		\$12.16	
<b>Postage</b>	\$39.32		\$4.65	
<b>TOTAL</b>	<b>\$1,923.29</b>		<b>\$211.81</b>	<b>-\$2,135.10</b>



**Finance Report**  
**Appendix 3. Audit by Andrews and Company.**  
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**GEOLOGICAL ASSOCIATION OF CANADA  
CONFERENCE**

**UNAUDITED FINANCIAL STATEMENTS**

**From commencement of operations on April 15, 2008 to  
July 31, 2011**

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**Finance Report**  
**Appendix 3. Audit by Andrews and Company.**  
**Page 1**

**NOTICE TO READER**

On the basis of information provided by the company, we have compiled the unaudited statement of financial position of **Geological Association of Canada Conference** as at **July 31, 2011** and the unaudited statement of operations from commencement of operations on April 15, 2008 to July 31, 2011. We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon. Readers are cautioned that these statements may not be appropriate for their purposes.

**Ottawa, Ontario**  
**September 6, 2011**

**CHARTERED ACCOUNTANTS**  
**LICENSED PUBLIC ACCOUNTANTS**

**Finance Report**  
**Appendix 3. Audit by Andrews and Company.**  
**Page 2**

**GEOLOGICAL ASSOCIATION OF CANADA CONFERENCE**  
**UNAUDITED STATEMENT OF FINANCIAL POSITION**  
July 31, 2011

**ASSETS**

**CURRENT**

Cash	\$ 16,574
Accounts receivable	22,232
Deposits paid to GAC	<u>257,199</u>
	<u><u>\$ 296,005</u></u>

**LIABILITIES**

**CURRENT**

Accounts payable and accrued liabilities	\$ 2,981
Loan payable - SEED	158,500
Head Quarters registration costs	<u>38,000</u>
	199,481

**BALANCE**

<u>96,524</u>
<u><u>\$ 296,005</u></u>

See accompanying note

Approved on behalf of the board

Members \_\_\_\_\_

See Notice to Reader dated September 6, 2011

**Finance Report**  
**Appendix 3. Audit by Andrews and Company.**

**Page 3**

**GEOLOGICAL ASSOCIATION OF CANADA CONFERENCE**  
**UNAUDITED Statement of OPERATIONS**  
From commencement of operations on April 15, 2008 to July 31, 2011

**REVENUES**

Registration Fees	\$ 195,261
Field Trips	51,288
Sponsorships	67,415
Exhibits	11,272
Other	408
	<u>325,644</u>

**EXPENDITURES**

Accompanying	1,786
Exhibits	8,480
Field Trips	48,891
Interest and bank charges	206
Postage and courier	182
Professional fees	1,500
Publications	25,822
Publicity	6,592
Registration Fees	50,417
Social Events	50,761
Speakers	10,622
Technical Fees	23,413
Workshops	448
	<u>229,120</u>

**EXCESS OF REVENUES OVER EXPENDITURES**

\$ 96,524

See accompanying note

See Notice to Reader dated September 6, 2011

**Finance Report**  
**Appendix 3. Audit by Andrews and Company.**  
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**GEOLOGICAL ASSOCIATION OF CANADA CONFERENCE**  
**NOTE TO THE UNAUDITED FINANCIAL STATEMENTS**  
From commencement of operations on April 15, 2008 to July 31, 2011

1. **FINANCIAL STATEMENTS**

These financial statements have been prepared for income tax purposes only and may not include certain disclosures required by Canadian generally accepted accounting principles.

See Notice to Reader dated September 6, 2011

**Finance Report**  
**Appendix 3. Audit by Andrews and Company.**  
**Page 5**

**GEOLOGICAL ASSOCIATION OF CANADA CONFERENCE**  
**SCHEDULE TO THE UNAUDITED FINANCIAL STATEMENTS**  
From commencement of operations on April 15, 2008 to July 31, 2011

See accompanying note  
See Notice to Reader dated September 6, 2011

### 3- FUND-RAISING REPORT

Alan Galley (Geological Survey of Canada)

#### Background

In order to develop an idea of what sort of funding levels should be targeted for *Ottawa 2011*, the local organizing committee first compiled a list of all expenses usually associated with organizing this annual GAC-MAC conference. This allows a clear idea of the magnitude of funds required and the approach needed to raise the funds. This included the cost of the venue, associated entertainment, student support, health break costs, advertising, transportation and speaker sponsorship. Sponsors were then divided into three categories: host university, GAC divisions, and external sponsors.

1. Host University: Negotiations with the University of Ottawa related to the cost of campus venues and audio-visual requirements.
2. GAC divisions: contributions were limited to supporting the cost of speaker sponsorship, and support for student attendance on fieldtrips.
3. Co-sponsors SEG and SGA provided support for student poster prizes and for student participation on fieldtrips

The remaining expenses (Table 1) were tallied at approximately \$55K. Using the 70% formula required by GAC for overall meeting finances, number of registrants, fieldtrip expenses etc., it was concluded that a reasonable expectation for external sponsorship would be \$35K. External sponsors should be recognized for their contributions by offering levels of exposure relative to the donation level. This is now a common practice with other organizations that hold annual conventions. In setting up a table that would list sponsor exposure by range of contribution (Table 2), one must first determine the most reasonable combination of sponsorship levels in order to reach the defined target, in this case \$35K (Table 3). This doesn't sound like a lot of money, but it must be weighed against the exposure a sponsor can expect from a convention the size of the GAC-MAC. This exercise allows you to determine which sponsorship targets you should focus on.

Among institutions and corporations that were asked to help sponsor the meeting were:

1. Governments: Three levels of government were targeted for financial support. For the federal government, NRCan has been generous in the past in backing "public good" venues, and was a major supporter of *Ottawa 2011*. Because of government guidelines, this grant could not be defined as "sponsorship" *per se*, and was therefore not included in the final sponsorship listing. Both the provincial (Ontario) and municipal (Ottawa) governments were approached, but both declined to support what they considered to be a small gathering that would have little impact on the local economy.
2. Service industry: The geoscience community is an end user of many services connected with geophysical, geochemical, and geographical surveys and

analysis. Both the environmental and resource sectors are heavy users of these services, but mainly on a commercial basis. Letters to these companies were inclined towards increasing their exposure to the resource and environmental sectors through attendance by geoscientists from these sectors. There was essentially no uptake from the service industry, with the exception of low-level support for an analytical short course which demonstrated the veracity of the sponsor's instrumentation.

3. Resource sector: This was by far the most generous sector with respect to sponsorship dollars. More specifically the mineral exploration sector. This was due to the lack of energy-related topics at *Ottawa 2011* and the large proportion of minerals-related special sessions and fieldtrips. Nevertheless, the fact that sponsors limited their contributions to a \$5K ceiling (this includes the largest exploration/mining companies in Canada) is likely related to the site of the venue (Ottawa is not an industry town) and the geoscience focus of the venue (no potential investors and few opportunities to develop joint ventures). It must be remembered that over 70% of exploration in Canada is carried out by juniors, who in general do not attend geoscience conferences of any stripe. If the conference is being held in a major resource investment centre (Toronto, Calgary or Vancouver), or in a city more closely related to the resource industry (St. John's?) there may well be greater support from the minerals sector. The reality is that GAC-MAC meeting is competing with resource sponsorship dollars with high profile venues such as the PDAC, CSPG, Exploration Roundup and Québec Exploration.
4. Environmental sector: The environmental sector was not well represented in the potential list of sponsors mainly due lack of exposure to this sector by those involved in fund-raising, and to the relative lack of profile for environmental issues at this conference. This is certainly a potential sector to be explored in the future.

## Results

The sponsorship *sensu lato* effort for *Ottawa 2011* managed to raise a total of \$62K, including a \$14K grant from NRCan, \$10K from the University of Ottawa, \$37K from the mineral exploration sector, and \$1K from the service sector. This was largely the result of the efforts of three people from government and academia, and involved considerable effort on the part of all three, beginning in the spring of 2010 and continuing through to early spring of 2011.

The sponsors were well advertised on the *Ottawa 2011* web site according to their level of contribution. Each received a letter of acknowledgement, along with copies of conference publications according to the level of sponsorship. Perhaps the weakest part of the sponsorship drive was the low level of exposure the sponsors received during the banquet. Sponsorships were acknowledged during speaking engagements by the co-chair of the LOC during the conference, along with a banner displayed next to the speaker's podium. In general, sponsorship exposure was not consistent across all the oral sessions and sponsorship banners were not of an appropriate size or distribution. The lack of appropriate banners was in part due to



an oversight by myself, and a dependence on the limited printing facilities at NRCan rather than using a professional printing company.

## **Recommendations**

Anyone who has been involved in raising sponsorship funds knows that success depends patience and tenacity, consistent messaging and key contacts within the target sectors. General recommendations are:

1. Use a number of people familiar with target sponsorship sectors and their key employees.
2. Where possible start at the highest level possible within the sponsor organization.
3. Letters requesting sponsorship support should be tailored to the needs of each sponsorship sector. Local governments are looking to increase local investment, the service industry is looking for more clients, and the resource industry are looking for profile from both researchers and future highly qualified personnel.
4. A schedule should be adhered to regarding multiple approaches to potential sponsors that includes evolving correspondence and verbal contact.
5. It is surprising how hard it is to get \$5K out of large international corporations. This requires persistence. At least three of our \$5K sponsorships occurred only after identifying other contacts within a company.
6. We believe that much of the money raised by *Ottawa 2011* was through personal contacts with persons who otherwise would not consider GAC an important sponsorship venue for their institutions or corporations. At the same time, once the funding is committed there must be appropriate advertising before and during the venue to ensure that there will be “return clients”, i.e. that sponsors obtained their due visibility. It is a very competitive sponsorship market, and so a positive impression must be made in order to ensure support for future GAC annual meetings.

**Fundraising Report**  
**Table 1. Sponsorship expenditures**

<b>SPONSORSHIP ITEMS</b>		
Conference Banquet: Venue rental	4 000	
Conference Banquet: Wine at table	4 000	
Conference dinner: IMAX entertainment	2 200	
Conference Dinner: Transportation	1200	
Conference Dinner: Town Cryer	700	
Conference Dinner: Music	700	
Conference Dinner: Bar Tenders	500	
	<b>13 300</b>	13 300
Icebreaker: Apetizers	3000	
Icebreaker: Complimentary drink	2500	
Icebreaker: Bartenders	200	
Icebreaker: Servers	1000	
Icebreaker: Music	650	
<b>Total</b>	<b>7 350</b>	7 350
Refreshmnnents: Technical sessions (bottled	\$1 650	
Each session		\$45/day/venue
Refreshments: Regisration/Exhibit	\$2 800	
Each session		\$300/day/venue
Refreshments: Morning health break	\$3 500	
Each day		\$1200/day
Refreshments: Afternoon health break	\$2 500	
Each day		\$850/day
<b>Total</b>	<b>10 450</b>	10 450
Poster Session: Bar Tenders	\$500	
Conference carry-all bag	11 500	
Registration pass lanyards	\$2 600	
Volunteer T-shirts	\$2 500	
Wireless Internet Access	\$1 000	
	<b>\$18 100</b>	18 500
<b>TOTAL</b>		<b>49 600</b>

**Fundraising Report**  
**Table 2. Sponsorship levels**

**Table 2 : GAC-MAC-SEG-SGA 2011 SPONSORSHIP LEVELS**

LEVEL	AMOUNT	EVENT	ACKNOWLEDGEMENT
<b>Patron</b> (Multi- year commitment)	10 000 (1 available)	Conference- wide visibility and impact	<ul style="list-style-type: none"> <li>- Waive registration for company employees</li> <li>- Sponsorship on every technical presentation welcome slide</li> <li>- Logo on registration hall banner</li> <li>- Largest logo on inside cover of all publications, banner in registration area and on webpage</li> <li>- Verbal acknowledgement at event</li> <li>- Free abstract CD's, short course notes and fieldtrip guides</li> </ul>
<b>Prestige</b>	10 000 (4 available)	GAC Annual Awards Banquet  Conference Icebreaker	<ul style="list-style-type: none"> <li>- Acknowledgement at head banquet table</li> <li>- Sponsorship on every technical presentation welcome slide</li> <li>- Large logo on inside cover of all publications, banner in registration area and on webpage</li> <li>- Free abstract CD's and fieldtrip guides</li> <li>- Top logo billing on event banner</li> <li>- Logo on registration hall banner</li> </ul>
<b>Platinum</b>	5 000	Technical Sessions Health Breaks Full day symposium of choice Delegate Bag Insert	<ul style="list-style-type: none"> <li>- Logo on inside cover of all publications, including webpage</li> <li>- Logo and acknowledgement on event banners</li> <li>- Verbal acknowledgement at event</li> <li>- Free abstract CD's</li> </ul>
<b>Gold</b>	\$2 500	Full day special session of choice Delegate bags and lanyards Student Poster Sessions (2)	<ul style="list-style-type: none"> <li>- Large font for logo on website and volume sponsorship page</li> <li>- Logo on student poster session banners and oral acknowledgement</li> <li>- Logo and acknowledgement on event poster and announcement</li> <li>- Logo on delegate bags and lanyards</li> </ul>
<b>Silver</b>	\$1 000	Half- day session of choice Volunteer T- shirts Live music (2 venues)	<ul style="list-style-type: none"> <li>- Logo on sponsorship page on website and abstract volume</li> <li>- Sponsor logo on volunteer's T- shirt</li> <li>- Billing on event banner</li> </ul>
<b>Friend</b>	\$500	Wifi coverage	<ul style="list-style-type: none"> <li>- Logo on banner in registration hall</li> <li>- Logo on sponsorship page on website and abstract volume</li> </ul>

**Fundraising Report**  
**Table 3. Funding scenarios**

**Table 3 : SPONSORSHIP COMBINATIONS - POSSIBLE FUNDING SCENARIOS**

75% OF ESTIMATED COSTS = \$35,000

Scenarios	Levels	Sponsors required
1	\$500	4
	\$1 000	3
	\$2 500	4
	\$5 000	3
	\$10 000	2
	>\$10,000	
		14 (\$50,000)
2	\$500	10
	\$1 000	5
	\$2 500	4
	\$5 000	3
	\$10 000	1
	>\$10,000	
		23 (\$40,000)
3	\$500	10
	\$1 000	5
	\$2 500	3
	\$5 000	2
	\$10 000	1
	>\$10,000	
		21 (\$37,500)
4	\$500	20
	\$1 000	10
	\$2 500	4
	\$5 000	1
	\$10 000	
	>\$10,000	
		35 (\$35,000)
5	\$500	25
	\$1 000	15
	\$2 500	3
	\$5 000	
	\$10 000	
	>\$10,000	
		43 (\$35,000)

## 4- REGISTRATION REPORT

Pat Hunt (Geological Survey of Canada)

### Primary roles and activities

The Registration Subcommittee was responsible for the organization of on-site registration. Though most of the organization for registration happens at the time of the meeting, a series of timelines need to be followed at least 1 year before.

### Time lines for registration:

#### *12 months prior to the meeting:*

- Prepare a budget for the purchase of registration items.
- Verify with head office on registration costs that the LOC is responsible for.

#### *3 months prior to the meeting:*

- Registration Subcommittee decides on what will be given away such as bags, pens, and city info, e.g. maps etc. Note that the LOC decided not to supply sponsored bags to delegates as estimated costs proved to be prohibitive.
- Order items and pay with VISA.
- Communicate with the different societies if they want flyers included in the registration bags.
- Decide before the website goes live on the date and time of registration desk opening.
- Communicate with Head Office on specific requirements for registration desk, i.e. internet connection for VISA terminal, printers and laptops.

#### *2 months prior to the meeting:*

- Work with facilities planning staff on where the registration desk will go at meeting site and address questions regarding requirements for power, internet and VISA terminal at the desk.

#### *1 month prior to the meeting:*

- Assemble a list of volunteers for the registration desk (*Ottawa 2011* had 14 volunteers).
- List all items that will be stuffed into bags and when the items will arrive.
- Make arrangements for the warehousing of items until bags can be made.
- Expect 6 to 8 shipping pallets of items.

#### *1 week prior to the meeting:*

- Work with head office staff on their requirements for the meeting and when they will arrive.
- Organize for holding space for the registration items.
- Assemble all items for registration, i.e. flyers, program, handouts etc.
- Organize a day for volunteers to stuff delegate packages.
- Reserve a truck to move the items to the conference centre, if necessary.
- Expect 30 to 40 large boxes of items.

*Day of registration opening:*

*AM*

- If not done the day before, ship items to conference centre.
- Set up tables and organize items.
- Brief the staff and volunteers on what to do.
- Test the VISA terminal and computer equipment.

*PM*

- Registration desk opens.

### **Registration Area table layout**

*Ottawa 2011* had two areas for registration. One area had two 6-foot-long tables with enough room behind to store all the boxes of registration materials and delegate bags (at least 30). This area was for handing out registration packages for those who had pre-registered. During busy times this area was staffed with a least 4 volunteers.

A second area was set up with two 6-foot tables dedicated to on-site registration. A third table was sent out in front for people to fill out registration forms. This site was staffed with one GAC HQ staff member (with their own computer, VISA terminal and a supplied laser printer), an *Ottawa 2011* volunteer with a printer and computer, and a third *Ottawa 2011* volunteer who handed out the registration packages.

The registration area was also the designated as the LOC command centre, as it was always staffed with volunteers who could answer questions, or find LOC members who could.

### **Issues and recommendations**

- Be prepared to handle the enormous amount of materials to be stuffed and handed out for the registration package.
- Plan for adequate transportation of all this material from the storage to the meeting site (someone's car is simply not sufficient!).
- Finding good volunteers was not an issue for me, but it is very critical. I had a good mix of full time GSC staff/colleagues and students.
- Planning and following a strict schedule will make the process of organization run smoothly.
- Prepare to dedicate a full month of your time to the organisation of registration activities prior to the meeting.

## 5- TECHNICAL PROGRAM REPORT

John Percival (Geological Survey of Canada)

### Committee membership:

John Percival, GSC (chair)  
Wouter Bleeker, GSC  
Ian Clark, U. Ottawa  
Mark Hannington, U. Ottawa  
Fred Michel, Carleton U.  
Tom Skulski, GSC  
Jan Veizer, U. Ottawa (Emeritus)

### Program Planning

The following timeline illustrates the main steps taken to plan the technical program, beginning approximately 4 years prior to *Ottawa 2011*:

- 2007: Sub-committee chair asked to serve by General chair.
- 2007: Conference theme “*Navigating past and future change*” established by chairs of local organizing committee.
- 2008: Sub-committee chair strikes committee (Appendix 1: April 28, 2008 Invitation).
- 2008: June 2: sub-committee meets to identify major symposia, theme sessions and organizers, based on the conference theme (Appendix 2).
- Spring 2009: First Circular released.
- August, 2009: Letter soliciting input from GAC Divisions & Sections; MAC: Deadline October 15, 2009 (Appendix 3).
- Organizers of major symposia and special sessions identified and confirmed.
- SEG & SGA formally co-sponsor meeting.
- SEG and SGA solicited for input to program; deadline for input extended.
- Continued to accept input from late session organizers until second circular deadline (March 2010).
- Proposed a pre-lunch period of 40 minutes each day for the GAC Presidential Address and 2 plenary lectures to LOC; received approval.
- Solicited input from Session Organizers on plenary speakers.
- Consensus view of plenary proposals by Technical Program Sub-committee was:
  - Roberta Rudnick (*A Tale of Two Cratons*).
  - Larry Cathles (*Humanity’s Greatest Risk is Risk Avoidance*).
- *GeoCanada 2010*, Calgary: detailed program proposal presented to GAC Council and approved.
- During the fall of 2010, session organizers were reminded and encouraged to solicit abstracts by the abstract deadline (January 17). At the deadline, the abstract count was 565, somewhat less than anticipated in the LOC’s initial projection.
- On January 17 a decision was made by the LOC Executive to extend the abstract deadline to February 1, 2011. A note was sent by each society to its members.
- Communicated with organizers regarding invited speakers; paid keynotes.

**Post-abstract submission:**

- Assessed viable/non-viable sessions.
- Approached organizers of desired non-viable sessions to bolster content.
- Final abstract count went up to 710 but later diminished by about 20 due to late withdrawals.
- Combined sessions as appropriate.
- Solicited session chairs for Symposia, Special Sessions (organizers) and General Sessions (from ranks of submitted abstracts).
- Session organizers reviewed and formally accepted abstracts. Only one abstract was rejected.
- Proposed two dedicated poster sessions (4-6 PM Wednesday and Thursday) to LOC; approved.
- Solicited help from Bill Davis to organize poster logistics.
- Total number of poster presentations: 160.
- The final program is available at the GAC website.

**Program Delivery**

- Sessions were assigned to lecture rooms of variable capacity based on the number of abstracts submitted to the session. This rough guide generally worked adequately, although one session over-filled its space and had to be moved to a larger room on the second day. Some rooms were under-filled.
- Inevitable program conflicts presented themselves. For example, two economically oriented sessions (*Precambrian Metallogeny: A Canadian Archean and Proterozoic Perspective* and *From Experimentalist to Explorer: a special session honouring the contributions of Steven D. Scott*) both filled three full days. These sessions were scheduled in adjacent rooms to allow easy audience movement.
- The plenary talks were held in the Alumni Theater (300 capacity), which did not fill to capacity. Although the talks were scheduled in the *Program-At-A-Glance*, they were not listed in each session in the detailed program. Some people were therefore not aware that the plenary talks were being presented. The talks were broadcast to two large classrooms via closed-circuit television.
- Informal feedback from participants indicated satisfaction with the high level of scientific presentations, an interesting selection of theme sessions, and a strong showing by students both as presenters and as volunteers.

**Public Lecture**

- Solicited input from LOC regarding the topic of the evening public lecture. A preference was expressed for “The North”. Discussion with the LOC tried to narrow the scope – an attempt was made to address all elements of Earth Science in the North (resource development, climate change, native peoples) through a proposed series of 4 short vignettes, but the process became overly complex. Subsequently, a suggestion for a lecture of strong local interest for the local audience- the 2010 Val-des-Bois Earthquake- was accepted enthusiastically by the LOC.



- Approached the Canadian Museum of Nature to host the lecture and prepared a formal agreement detailing duties of CMN and LOC vis-à-vis logistics, advertising and costs.
- Bill Davis adopted the role of liaison with CMN and handled logistical arrangements as well as communications.
- During preparation of advertising material for the lecture, NRCan Communications became involved. A draft poster prepared by the Canadian Museum of Nature to advertise the talk was vetoed as being too alarmist by NRCan. A revised version was prepared and approved on short notice.

### **Geoscience and Society Breakfasts**

- Input was solicited from the LOC on themes for two Breakfast talks (Thursday, Friday mornings). Following suggestions and discussion, two themes were selected as being of societal importance and relevance: 1) Hazards, and 2) Geoscience as an Economic Driver. Speakers were invited (John Clague and Jim Franklin, respectively).
- A plan was established to directly invite MPs and senior decision makers. However, the plan depended on being able to distribute invitations and advertisements approximately one week before the meeting, and was not fully realized because of the unavailability of key LOC members at this critical time. For this reason the talks were not as well attended by public decision-makers as had been hoped.

### **Opening Ceremony**

- Although not standard practice at recent GAC-MAC meetings, the LOC programmed an opening ceremony featuring representatives from the University of Ottawa and Natural Resources Canada.
- Key speakers were Prof. Mona Nemer, VP Research at the University of Ottawa and Dr. Brian Gray, Assistant Deputy Minister representing NRCan's Deputy Minister Serge Dupont.
- Both speakers emphasized the key role that Earth Science will play in the future in economic development, environmental sustainability and the development of new technology.

**Technical Program Report**  
**Appendix 1. Invitation to committee**

**From:** Percival, John  
**Sent:** April 28, 2008 11:43 AM  
**To:** 'Mark Hannington'; 'idclark@uottawa.ca'; Michel Fred (fred\_michel@carleton.ca); Bleeker, Wouter; Skulski, Tom; 'jveizer@uOttawa.ca'  
**Subject:** 2011 Technical Program Sub-committee

Hi Folks,

You have been nominated as members of the Technical Program sub-committee for the 2011 GAC/MAC meeting and I hope that you will agree to serve. We have the opportunity to shape the fabric of the meeting and the responsibility to make it appealing to a wide cross section of the geoscience community. As you will see from the list below, the work starts now and will continue through until early 2011. I would like to assign people to tasks by the end of this week (May 2), and I have identified places below where volunteers are required. Please send comments, suggestions and offers to help by May 1.

Please also let me know of program ideas (Symposia, Special Sessions) as they spring to mind. They don't need to be well developed at this point; I would prefer to start with a long list of ideas just to get the discussion rolling.

*The Technical Program subcommittee is responsible for all aspects of the technical program of the meeting itself, including design and implementation of the symposia, special sessions, general sessions and poster sessions and plenary sessions*

- 1) develop policies and procedures for quality control, decision making, abstract handling, and others as required to allow for smooth running of the technical program  
Chair guides committee to consensus
- 2) identify potential symposia and special sessions by soliciting ideas from the geoscience community, proactively identifying themes and contacting individuals who might serve as organizers, contacting GAC (and Divisions), MAC and other participating organisations to solicit ideas and support Chair to make initial contact with GAC Divisions, MAC
- 3) identify plenary speakers/themes and contact speakers  
We need to initiate this discussion now in order to book high-profile speakers and organize funding. Please send a list of suggestions once you have had a chance to give it some thought. Maybe Fred could oversee the financial aspects?
- 4) assemble rough elements of major sessions (symposia, special sessions) and plenaries by May 2009 and ensure applications to funding agencies have been made where appropriate  
Chair will compile a list of potential major sessions from responses by GAC Divisions and MAC. In the meantime we can start building a file based on suggestions from within the committee and from the broader community.

- 5) finalize major sessions by Feb. 2010, and provide information on symposia, special sessions, short courses, general and poster sessions and plenaries to publications committee for inclusion in first meeting notice, and circulars. Follows from (4). Will require committee consensus
- 6) appoint chairpersons for all sessions and ensure they are fully informed of duties and responsibilities. Work with chairpersons to develop ground rules for running their sessions, keeping on time, etc. Chair with committee input
- 7) liaise with technical services subcommittee to ensure logistics for all sessions are in place Need someone from Ottawa U here- Ian, Mark or Jan ...
- 8) liaise with field trip subcommittee to integrate field trip and technical program  
Chair
- 9) liaise with GAC, MAC, and other publications committees regarding possible publication volumes arising from sessions. Need a volunteer here
- 10) when abstracts are submitted, arrange for peer review of abstracts, select those for presentation (oral or poster), assign to appropriate sessions, schedule all sessions and finalize the program in consultation with session organizers and chairs, inform authors of acceptance or rejection. Much of this will be delegated to session organizers. Need volunteers to assemble program.
- 11) work with publications chair to assemble Program with Abstracts. Follows from (10)
- 12) make all necessary arrangements for judging and awarding of the Remick poster awards. Need a volunteer to establish a judging committee.
- 13) arrange for special program elements (e.g. awareness of earth sciences, earth science education). Need a volunteer, or suggestion of a coordinator (see text from GAC meeting guide):

***Public Awareness of Earth Sciences***

*The Local Organizing Committee of the Annual General Meeting is strongly encouraged to designate Public Awareness of Earth Science (PAES) as part of the Technical Program with its own designated coordinator. Local earth scientists involved in PAES activities and/or individuals associated with local museums or science centres are commonly willing and suitable candidates for such a position.*

Thanks in advance for your thoughts, suggestions and offers to help.

Best wishes,

John

John Percival

Program Manager, Northern Mineral Development /  
Gestionnaire, Programme du Développement Minéral du Nord

Geological Survey of Canada / Commission géologique du Canada  
Earth Science Sector / Secteur des Sciences de la Terre  
Natural Resources Canada / Ressources naturelles Canada  
Government of Canada / Gouvernement du Canada  
601 rue Booth St., Ottawa, Ontario, K1A 0E8

joperciv@NRCan.gc.ca  
fax (613) 943-5318  
telephone / téléphone (613) 995-4723

**Technical Program Report**  
**Appendix 2. Invitation to June 2, 2009 Meeting**

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**From:** Percival, John  
**Sent:** May 23, 2008 8:10 AM  
**To:** Skulski, Tom; Bleeker, Wouter; 'Mark Hannington';  
'idclark@uottawa.ca'; 'Michel Fred (fred\_michel@carleton.ca)';  
'jveizer@uOttawa.ca'  
**Cc:** Hanmer, Simon  
**Subject:** June 2 Technical Program Sub-committee meeting

Hi All,

Through some unexplainable cosmic convergence everyone is available June 2!  
Ian has kindly booked Macdonald 311 (see map) for Monday, June 2, 10:30-12:00.  
Below is a first cut at an agenda. Please send revisions and additions.

Simon has asked to attend as a fly on the wall but his guidance will be useful for this inaugural meeting.

- 1) Introduction
- 2) Timelines
- 3) Task assignments
- 4) General principles: # of symposia, special sessions, plenaries
- 5) Ideas for themes
- 6) Communication with LOC
- 7) Public Awareness of Earth Science
- 8) Other business
- 9) Next meeting

See you in 10 days.

John

John Percival  
Program Manager, Northern Mineral Development /  
Gestionnaire, Programme du Développement Minéral du Nord  
Geological Survey of Canada / Commission géologique du Canada  
Earth Science Sector / Secteur des Sciences de la Terre  
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**From:** Percival, John  
**Sent:** May 6, 2008 14:23

**To:** Bleeker, Wouter; 'Mark Hannington'; 'idclark@uottawa.ca'; 'Michel Fred (fred\_michel@carleton.ca)'; Skulski, Tom; 'jveizer@uOttawa.ca'  
**Cc:** Hanmer, Simon  
**Subject:** 2011 Technical Program Sub-committee

Hi All,

Wouter- excellent starting point for discussion. I'll throw in a couple in the spirit of navigating change through time, without specifying whether they qualify as plenary talks, symposia or policy hooks:

Frontier Geoscience:

- changing the boundaries of knowledge
- evolving techniques at the cutting edge
- areas most affected by climate change

The Changing Climate of Resource-based Economies

- material shortages producing market opportunities (global economic change)
- growing environmental sensitivity
- Northwest Passage

## Technical Program Report

### Appendix 3. Session Solicitation to GAC Sections and Divisions and MAC

(October 22, 2009)



#### GAC-MAC 2011

The organizing committee for GAC-MAC Ottawa 2011

<http://www.gacmacottawa2011.ca/> is pleased to announce the joint meeting of the Geological Association of Canada (GAC) and the Mineralogical Association of Canada (MAC), to be held on the campus of the University of Ottawa, May 25th-27th, 2011.

GAC-MAC meetings strive to reflect local colour and flavour, and the local character of Ottawa reflects the proximity and potential access to elected and senior government officials. GAC-MAC Ottawa, 2011, presents the Canadian Earth Science community with the opportunity to air and discuss new and exciting ideas regarding all aspects of geoscience, and to present the societal relevance of the Earth Sciences to current and potential users of geoscience in other scientific communities, for example Environment, Agriculture, Fisheries and Oceans, Health, as well as to federal decision makers who can impact on Earth Science in Canada.

Ottawa 2011's logo, centred around 16th/17th century explorer Samuel de Champlain's astrolabe, highlights this meeting's commitment to exploring both the scientific and the societal aspects of Earth Science. Building on the concept of communicating the societal relevance of the Earth Sciences, we have selected *Navigating Past & Future Change* as the Ottawa 2011 motto.

The Ottawa 2011 motto provides 4 overarching "umbrellas" under which we have grouped a preliminary series of potential themes, which we will confirm at a later date. At this time I am seeking input from GAC Divisions and Sections regarding potential sponsorship of Sessions (Special Sessions, Symposia, Poster), Short Courses, Workshops and Field Trips relevant to these themes. Please see below and refer to [http://www.gac.ca/activities/agmGuide/AGMGuide\\_May\\_2007.htm](http://www.gac.ca/activities/agmGuide/AGMGuide_May_2007.htm) for session definitions.

In addition I would like to solicit your nominations for Plenary Sessions and speakers. These three 50-minute slots will be designed for registrants to become better informed about emerging ideas, technology, and topics of current interest. We will be seeking financial sponsorship for plenary speakers. Please be imaginative.

- **Navigation** (informing present policies)
  - Water
  - Geological hazards
- **Past** (technical geoscience program)
  - Early Earth

- Quaternary geoscience
- Global tectonics
- Geoarcheology
- Earth resources
- Life
- **Future** (highlighting innovation in geoscience)
  - Planetology
  - Marine geoscience
  - Impact of new technology on Earth materials science
  - Links between geoscience and "big science" initiatives
- **Change** (informing future policies)
  - Arctic geoscience
  - Earth systems science
  - Geology and health
  - Urban geology

In addition to the foregoing, we will proactively foster communication regarding Geoscience Education, especially in schools, and public awareness of Earth Science.

I will coordinate your responses with Field Trip coordinator Alan Galley and Short Course coordinator Mike Villeneuve. We anticipate receiving your input by October 15, 2009. For further information please contact us at the coordinates below.

**John Percival** (Technical Program Chair)  
 Geological Survey of Canada  
 Tel : 613-995-4723  
 Fax : 613-943-5318  
 email: [joperciv@nrcan.gc.ca](mailto:joperciv@nrcan.gc.ca)

**Alan Galley** (Field Trip Coordinator)  
 Geological Survey of Canada  
 Tel : 613- 992-7867  
 Fax : 613- 992-5694  
 email: [agalley@nrcan.gc.ca](mailto:agalley@nrcan.gc.ca)

**Mike Villeneuve** (Short Course Coordinator)  
 Geological Survey of Canada  
 Tel : 613-995-4018  
 Fax : 613-943-6509  
 email: [mwillene@nrcan.gc.ca](mailto:mwillene@nrcan.gc.ca)

Attachments : Definitions and criteria for Symposia, Special Sessions, General Sessions, Short Courses, Field Trips



**Technical Program Report**  
**Appendix 4. Summary of Technical Program Committee meeting**  
**December 15, 2009**

Present: Wouter Bleeker, Ian Clark, Mark Hannington, John Percival (Chair), Jan Veizer  
Regrets: Fred Michel, Tom Skulski

The group met to establish major technical themes of the 2011 meeting based on input from GAC Divisions, MAC, SGA and SEG. At this point many of the themes are placeholders, not yet populated with organizers, structure or content. Note that some entries are coherent themes whereas others are a loose collection of subjects assigned to a single room, of which we have 12, over the three days of the meeting.

I tried grouping them with variable success into the broad themes stemming from the motto:

**NAVIGATION**

**1. Water, Waste and Nuclear Repositories**

**2. Rock-People Interactions**

Could include:

- Geology and Health
- Urban Geology
- Hazards

**3. Ottawa Region Geoscience**

Symposium: **Tectonic Evolution and Sedimentary Record of the Ottawa - Bonnechere Graben** plus Regular & Special Sessions

Includes: **Field Trips:**

- **Deglacial history of the Champlain Sea basin and implications for urbanization**
- **Carbonatites and related rocks of the Ottawa region**

Could include: seismicity, hazards, Grenville geology, geomorphology

**PAST**

**4. Tectonics**

Possible sponsors: Structural Geology & Tectonics Division, Precambrian Division, V&IP Division, Large Igneous Provinces

**5. Precambrian metallogeny: the Archean**

Regular & Special sessions sponsored by SEG, MDD  
Mark Hannington to find organizers

**6. Precambrian metallogeny: the Proterozoic**

Regular & Special sessions sponsored by SGA  
Andrew Conley to co-ordinate

**7. Mineralogy**

## **8. Sedimentology, Paleontology**

Possible sponsors: Sedimentology Division

- Sedimentary basins

## **FUTURE**

### **9. Planets, Petrology, Early Earth, Origin of Life**

Possible sponsors Planetology Division, Volcanology & Igneous Petrology Division, Precambrian Division

Includes:

- **Magmatic-Hydrothermal Evolution in Felsic Magmas**

### **10. Research Frontiers**

- Big Science
- Tools

## **CHANGE**

### **11. Earth Climate: Past, Present, Future:**

Future aspects to be addressed in a panel discussion

Possible plenary speaker (pending identification of a suitably middle-ground high-profile speaker)

### **12. Circumpolar Geoscience: Past, present, Future**

Past: Geoarcheology, early GSC exploration

Present: Tectonic framework & international correlations

Economic potential (diamonds, precious, base, rare metals, uranium) (petroleum covered at GeoCanada Northern Development symposium)

Economic aspects (new mines etc.) & comparison with other northern economies (Russia, etc.)

Environmental aspects- pipeline, permafrost, adaptation, etc.

RPM

Northern Research Station

NW Passage and new economies

Includes

- **Economic Potential of Northern (Arctic) Sedimentary Basins**
- **Arctic landscape evolution: large scale geomorphic response to regional climatic, oceanographic, and geodynamic processes**
- **Northern Uranium**

Future aspects to be addressed in a panel discussion

Possible plenary speaker

Special Session: Geoenvironmental ore deposit models

Emerging Techniques and Issues Related to Geology & Health

New Methods in Detection of Hidden Mineral Deposits

Here are some sessions that MAC will sponsor for the Ottawa 2011 meeting:

1. Rare elements: mobility and concentration processes
2. Alkali porphyry Cu-Au-PGE Deposits: Revised Models, Exploration Tools and Links to other Ore Deposits Associated with Alkaline Magmatism Elemental and Isotopic analysis by LA-ICPMS: advances and applications
3. Environmental Geomicrobiology: microbial influences and molecular-scale interactions with minerals.

**Technical Program Report**  
**Appendix 5. Abstract of Public lecture by John Adams**

**Ottawa Valley Earthquake of June 23, 2010**

On June 23, 2010 a magnitude 5.0 earthquake produced the strongest shaking ever felt in Ottawa and caused two large landslides, as well as light property damage. Located about 10 km southeast of Val-des-Bois, Quebec, the quake was felt from Thunder Bay to Nova Scotia and as far south as Kentucky. Over 5250 felt reports were filed via the EarthquakesCanada.ca website. Dr. John Adams of the Geological Survey of Canada will describe the history and causes of earthquakes in the Ottawa Valley, the national seismic hazard map and its prominent role in shaping the National Building Code. The Canadian Museum of Nature sustained only slight damage to archways and specimens, thanks to recent renovations guided by seismic risk considerations.

Dr. John Adams is a senior research scientist at the Geological Survey of Canada. His research encompasses the seismotectonics of Canadian earthquakes, evidence for paleo-earthquakes, and crustal stresses driving neotectonic activity. He is an advisor on seismic hazards, participates in the Canadian Standing Committee on Earthquake Design for input into the earthquake provisions of the next building code, and serves on Canadian Standards Association committees dealing with earthquake provisions to critical infrastructure such as nuclear power plants, proposed Liquid Natural Gas plants, dams, and pipelines. John is currently treasurer of the Canadian Association for Earthquake Engineering.

## 6- FIELD TRIPS REPORT

Alan Galley (Geological Survey of Canada)

### Background

There were originally 12 fieldtrips proposed for inclusion in the *Ottawa 2011* calendar, of which 8 were delivered. The original list of proposed fieldtrips covered a variety of topics and venues that included Quaternary geology, tectonic evolution, mineral deposits and local Ottawa geology in outcrop as well as building stone. Seven of the eight trips that went forward turned a profit, with a small loss for one.

The decision to cancel four of the fieldtrips was based on not achieving the 70% registration benchmark required for the trips to at least break even. Of these, one (*Highlights of the NCR*) was a local fieldtrip, which was originally scheduled, both pre- and post-meeting, but was consolidated into a single post-meeting trip. The remaining three were all Quaternary geology fieldtrips whose registration was so low that they could not reasonably accommodate any budget modifications. One possible contributing factor was a CANQUA conference in August 2011, which diverted potential interest in *Ottawa 2011* Quaternary-related excursions.

Only two of the eight that went forward were either full (*Carbonatites*, and the *Bonnechere graben*), or met the 70% requirement as set out in the original budgets. The remaining six trips were allowed to go forward after their original budgets were further reduced to ensure they were self-supporting. The weakest fieldtrip from an economic standpoint to go forward was one on a world class REE deposit in California. It was thought that, with the heightened interest in REEs beginning in 2010, this trip would attract a lot of interest, but there just weren't enough industry registrants at *Ottawa 2011* to make this more than a minimal success.

The field guides produced were of top quality, and will stand on their own as very useful products of *Ottawa 2011*. The absence of these field guides for sale during the convention was a consequence of the fact that guidelines made it clear that all printing costs had to be covered by the fieldtrip budget. At the time there was not sufficient profit predicted to risk generating extra copies. In retrospect, a DVD of the fieldtrip guidebooks should have been generated for sale during the conference, as their production would have been of minimal risk financially.

All guidebooks were formatted professionally in order to ensure that they conformed to the formatting requirements laid out in the field trip guidelines. This ensured that all were formatted consistently on a single type of software, which made printing more cost-efficient and timely. This cost was not included in the original instructions to authors, and so reduced expected revenues. The large number of colour pages requested by the authors also further reduced revenues. I accepted these colour image overruns for the simple reason that they produce very well with modern reproduction methods, and the time requirement for authors to produce a coloured image is much less than that for one with patterns. More and more, time is a critical factor for people volunteering to produce non-peer reviewed publications, which count for little in the present research-funding framework.

All field trip guidebooks were placed on a DVD and distributed to *Ottawa 2011* sponsors.

### **Recommendations**

- Include the cost of professional formatting as a page cost in field trip budgets.
- Make DVD's of guidebooks available for sale at the annual meeting. This is easier for delegates to transport.
- Consider putting guide books on the GAC website after the annual meeting for public access via downloading.

## **7- SHORT COURSES REPORT**

Mike Villeneuve (Geological Survey of Canada)

### **Sub-committee title and membership**

Short Course coordinator: Mike Villeneuve

### **Primary roles:**

- Canvas the geoscience community to ascertain interest in organizing short courses.
- Provide point-of-contact for short course conveners.
- Ensure GAC requirements for supporting short courses are met.
- Update LOC on short course status and issues.
- Facilitate integration of short course publicity, access and facilities into GAC meeting.

### **Actual activities**

Canvassed geoscience community, with specific attention to GAC Divisions and Sections (D&S). Proposals, with proponents and sponsoring divisions or sections that were put forward were:

1. Optical properties of minerals with applications to petrological processes (Volcanology and Igneous Petrology Division).
2. Geomicrobiology/geobiology (Environmental Earth Science Division).
3. New advances in thermochronology as applied to ore deposits and energy (Isotope Geoscience Division).
4. Remote predictive mapping (GIS Division).
5. \*TOPAS – Rietveld refinement (XRD) analysis workshop (Bruker AXS).

The TOPAS workshop (\*) was presented by a private company off-site and was unaffiliated with the GAC-MAC Annual meeting. As a one-time courtesy and because of the considerable interest of this method to GAC and more specifically, MAC members, a description and link to this company's website was provided on the *Ottawa 2011* website.

Of the remaining four proposals, the first two voluntarily withdrew prior to substantial planning, leaving only the thermochronology and remote sensing short courses available to potential registrants. However, a distinct lack of interest by the April 15 deadline (only one registration for thermochronology, six for remote sensing) necessitated cancellation of both of these short courses.

## Issues and recommendations

Short course organization and support from GAC is a broad issue that also encompasses activities outside of the annual meeting (e.g. Nuna conferences). Nevertheless, major issues as they relate to *Ottawa 2011* fall into three principal categories.

**Issue:** Handling of third-party, for profit workshops/short courses that may be of interest to GAC or MAC members. Should this be encouraged and, if so, should GAC consider this as potential source of funds?

**Recommendation:** GAC could utilize these events as source of additional revenue (similar to industry booths) and could use the GAC-MAC annual meeting as a venue to which companies could attract participants in these learning events in a mutually beneficial manner. This would mean tighter integration with the annual meeting (website space, perhaps provision of on-site meeting space). Questions surrounding the responsibilities/liabilities that GAC would accept in return would need to be addressed by Council.

**Issue:** Lack of resources/time/people to organize short courses relative to potential payoff. GAC short courses are generally not considered sufficiently high profile for the amount of organization effort required. In particular GAC requires organizers to prepare budgets, seek sponsorship, set fees, absorb any monetary losses, arrange presenters and publicize the course. GAC-MAC LOCs provide logistical support (e.g. room bookings, contact for refreshments etc.) as well as facilitating coordination with GAC Council. GAC Council insists on its right to approve (mostly on budget) before a short course can proceed. The role of GAC is schizophrenically both hands-off and hands-on.

**Recommendation:** GAC should assume a more central role in fostering, supporting and developing short courses. For the annual meeting, it is highly beneficial if short courses (or workshops) tie into technical programs/symposia. Short courses with subjects outside of core program should be considered as either stand-alone (e.g. Nuna), or perhaps supported by GAC through other venues (e.g. Provincial-Territorial Open Houses). This would help ensure critical mass of attendees, a larger pool of interested experts to run short courses, and a higher profile within the specialized scientific community.

**Issue:** GAC insists on approval of and identification with short courses, but does not accept any of the risk, nor does it benefit from any reward. GAC relies on its Divisions and Sections to encourage and financially support the organization of short courses. While sustainable in the short term, the small size of most Divisions and Sections rapidly depletes their supply of enthusiastic organizers. Additionally, most tend to have limited budgets for support and generally do not have well-established protocols or procedures to help guide the organization and delivery of short courses. The lack of sufficient monetary resources has resulted in a very cautious approach to acceptance of monetary risk if course needs to be cancelled.

**Recommendation:** GAC should work with Divisions and Sections to create uniform protocols, procedures and standards for short course organization. In addition GAC should set up a “short course” fund to allow it to support and foster not only short courses, but also conferences (e.g. Nuna), workshops, and outreach events. After due diligence to minimize risk, GAC would either fully accept or share in risk, but also accept



or share in the reward. Reward would consist of a tangible return of profit, but also recognition of GAC as major supporter and distributor of science knowledge. It is anticipated, that most short courses can be structured to ensure break-even or better status with losses being infrequent and minimal. Profits generated would help provide seed funding for future short courses.

## 8- EXHIBITS REPORT

André Desrochers (University of Ottawa)

Planning for an Exhibits Hall for *Ottawa 2011* began with the first site visit on the University of Ottawa campus in early 2008. A central component of our vision for Exhibits was to create value for exhibitors by providing a secure and inviting Exhibits Hall that would receive maximum traffic from meeting attendees. Several strategies were adopted to ensure this:

1. All exhibits were in the principal concourse, on the main floor of the Jock Turcot University Centre, located at 85 University Private, Ottawa.
2. Exhibits were located in the heart of the meeting site, near all special sessions and symposia; this guaranteed, to the exhibitor's content, a continuous flow of conference attendees during the day.
3. Exhibits were located in the same room as the registration booth.
4. Whenever possible, special events were held in the principal concourse on the main floor of the Jock Turcot University Centre. For example, the opening reception on Tuesday provided a large influx of conference attendees to the Exhibits Hall.
5. Cash bars and receptions at the end of each day were held on the main floor of the Jock Turcot University Centre, again providing good exposure to booth holders.
6. Coffee breaks for the technical sessions were also held on the main floor of the Jock Turcot University Centre.

It was agreed that there would be a three-tiered pricing system, in line with those of recent GAC/MAC meetings (Table 1). Commercial booths were the most expensive, with a slight discount for university departments, and a very low rate for local crafts people, which, however, did not include any other privileges for the meeting. Free booths were provided to the sponsoring societies (taken up by GAC, MAC, SEG, SGA, Ottawa-Carleton Geoscience Centre, and NRCan). Despite several approaches by the LOC, NSERC did not elect to establish a booth.

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**Exhibits Report Table 1. Pricing for Exhibitors' Booths**

Commercial Exhibitors	\$900 + 15% HST.
University Exhibitors	\$550 + 15% HST.
Arts and Crafts Exhibitors	\$250 + 15% HST .

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Each booth for commercial, governmental, university and Arts & Crafts exhibitors was 8 feet wide (2.4 m) and 5 feet deep (1.5 m) in total. A 6 feet long (1.8 m) table, complete with cloth and skirt, and two chairs was also provided. Each stand had one electrical outlet. Multiple booths could be rented. All additional wiring, outlets, internet connection, or booth decorations were at the exhibitor's expense and to be confirmed at least one month in advance with the Exhibits Coordinator. Set-up of the booths and poster boards were contracted to the University of Ottawa Congress and Reservation Services. The technical staff of the Jock Turcot University Centre is well accustomed to

events of this nature, and there were no major problems associated with the set-up or tear-down of the exhibits. Some exhibitors were not well advised on how and where to store their goods between the time they tore down the exhibits and later pick-up. The main floor of the Jock Turcot University Centre is open space area, but security was available at all hours.

Exhibitors expressed general satisfaction with their experience at Ottawa 2011. Most felt that the conference adequately provided for traffic in the hall, that the planning and logistical assistance was well done, and that there was ample business opportunity there to justify their attendance. Please consult our web site for further details about general exhibitor information and other rules and regulations for exhibitors at Ottawa 2011 (<http://www.gacmacottawa2011.ca/exhibitors.php>).

The list of exhibitors that attended Ottawa 2011 is presented below in Appendix 1 of the Exhibits Report.

### **Information provided to exhibitors**

#### Exhibition program

Commercial, governmental, University and Arts & Crafts displays will be located on the main floor of the Jock Turcot University Centre. Poster sessions, special sessions and symposia will take place in adjacent rooms. The multi-purpose area is located directly adjacent the 350-seat Alumni Amphitheatre in which many of the conference events will be presented. This strategic location will give the exhibitors' products and services an optimal visibility.

#### Booth rental fees

Commercial & governmental exhibitors: \$900 (excluding HST)

University exhibitors: \$550 (excluding HST)

Arts & Crafts exhibitors: \$250 (excluding HST).

One full registration for the technical program, including the Tuesday Icebreaker reception, is included in the booth rental fee for commercial, governmental and university exhibitors. Three additional name badges will be provided for exhibit stand personnel, allowing them to attend the Icebreaker reception. Full registration for the technical program is NOT included for Arts & Crafts exhibitors

#### Cancellations

Written cancellation requests will be accepted before April 1, 2011 and the booth rental fees will be refunded minus \$100 for administration costs. No refunds will be authorized after April 1, 2011.

#### Booth Size and Equipment:

Booths will be 8 feet wide (2.4 m) and 5 feet deep (1.5 m) in total. A table, complete with cloth and skirt, and two chairs will also be provided. Each stand will have one electrical outlet. Multiple booths can be rented.

### Exhibit construction

Exhibits should be set up on Tuesday May 24th between 11 A.M. and 6 P.M. and dismantled on Friday May 27th between 4 P.M. and 6 P.M.

## **Rules and Regulations for Exhibitors**

### **1. CONTRACT**

The exhibitor agrees to abide by all rules and regulations adopted by the Ottawa 2011 Local Organizing Committee, and agrees that Ottawa 2011 shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the meeting. The Local Organizing Committee for Ottawa 2011 reserves the right to alter or change the space assigned to the exhibitor. All exhibition-related matters not specifically covered in this document will be subjected to Local Organizing Committee ruling.

Ottawa 2011 reserves the right to cancel this contract and to withhold possession of the exhibit space if the exhibitor fails to perform any material condition of this contract or refuses to abide by the meeting rules and regulations, in which case the exhibitor shall forfeit, as damages, all space rental payments made and any further occupancy of such space.

### **2. PAYMENT AND CANCELLATION**

The full payment of exhibit fees must accompany the booking. Ottawa 2011 must receive bookings no later than April 17th, 2011. All cancellation requests must be made to the exhibit coordinator in writing, no later than April 1, 2011; no cancellation will be accepted after this date. The day during which a specific exhibitor's cancellation request is received becomes the official cancellation date for this exhibitor. A \$100 administration fee will apply to all cancellations. Payment should be made to: GAC-MAC Ottawa 2011.

### **3. INSURANCE AND LIABILITY**

Exhibit space is assigned to the exhibitor with the understanding that neither University of Ottawa, the Ottawa 2011 Local Organizing Committee, nor the sponsoring organizations shall be held responsible for losses, damages or injuries experienced by the exhibitor, its employees, its agents, or exhibit material before, during and after the GAC-MAC meeting.

The exhibitor is responsible for insurance related to its participation in the meeting.

### **4. EXHIBIT CONTENT**

The Local Organizing Committee of Ottawa 2011 reserves the right to physically remove any exhibit, or part thereof, which is deemed inappropriate or does not conform to the general character of the meeting.

### **5. SECURITY**

The exhibit hall will be monitored by security personnel after opening hours.

## 6. SCHEDULE FOR EXHIBITIONS, INSTALLATION, AND DISMANTLEMENT

The final schedule for exhibitors is as follows:

Exhibit set-up: Tuesday May 24th, 11 A.M. to 6 P.M.

Icebreaker reception: Tuesday May 24th, 7:30 P.M. to 10 P.M.

Exhibition hours: Wednesday May 25th, 8 A.M. to 6 P.M.

Thursday May 26th, 8 A.M. to 6 P.M.

Friday May 27th, 8 A.M. to 4 P.M.

Exhibit take-down: Friday May 27th, 4 P.M. to 6 P.M.

## 7. BOOTH LOCATION AND SPECIFICATIONS

All exhibits will be on the main floor of the Jock Turcotte University Centre, located at 85 University Private, Ottawa. Exhibits will be located in the heart of the meeting site, near all special sessions and symposia.

Each booth for commercial, governmental, university and Arts & Crafts exhibitors will be 8 feet wide (2.4 m) and 5 feet deep (1.5 m) in total. A 6 feet long (1.8 m) table, complete with cloth and skirt, and two chairs will also be provided. Each stand will have one electrical outlet. Multiple booths can be rented.

All additional wiring, outlets, internet connection, or booth decorations shall be at the exhibitor's expense and must be booked at least one month ahead with the Exhibits Coordinator.

Note that the exhibits area is located one story lower than the building entrance and that no elevator leads directly to this room. If heavy material has to be transported to the exhibits room please contact the Coordinator before the meeting.

## 8. EXHIBIT SPACE ASSIGNMENT

Booths will be attributed by the Local Organizing Committee on a first come - first served basis. The date of reception of the application form, accompanied by full payment for exhibit space, will be used to assign booths. The attached exhibition space map is approximate. Note that the location of university exhibitors will be determined by the organizing committee.

## 9. SHIPPING AND STORAGE OF MATERIAL

All goods shipped to the meeting must be clearly marked with the name of the exhibitor and the number of the allocated space. Goods must not be shipped to the meeting with shipping charges to be paid on arrival, as these will not be accepted. Ottawa 2011 assumes no responsibility for loss or damages to goods belonging to the exhibitor.

Storage space is limited. Any exhibitor requiring to store material for a period longer than one day before or after the meeting should contact the Exhibits Coordinator ([andre.desrochers@uottawa.ca](mailto:andre.desrochers@uottawa.ca)).

## 10. MEETING REGISTRATION

One full registration for the GAC-MAC meeting, including the Tuesday Icebreaker reception (May 24, 2011) and all sessions and symposia of the technical program, is included in the booth rental fee for commercial, governmental and university exhibitors. Three additional name badges can be provided for exhibition stand personnel, allowing them to attend the Icebreaker reception. Full registration is NOT included for Arts & Crafts exhibitors.

**Exhibits Report**  
**Appendix 1. List of Exhibitors at Ottawa 2011**

Geological Association of Canada (GAC<sup>®</sup>)

Association géologique du Canada (AGC<sup>®</sup>)

c/o Department of Earth Sciences

Memorial University

300 Prince Philip Drive

St. John's NL A1B 3X5

Phone/Tél.: 709 864-7660 Fax/Télec.: 709 864-2532

E-mail/Courriel: gac@mun.ca

Contact: Karen Dawe

Description: GAC<sup>®</sup> is a learned society. As a not-for-profit association, it welcomes corporate and individual members, publishes books and a journal, and honours scientific excellence through national medals and awards.

Mineralogical Association of Canada (MAC)

Association minéralogique du Canada (AMC)

490 rue de la Couronne

Québec QC G1R 9A9

Phone/Tél.: 418 653-0333 Fax/Télec.: 418 653-0777

E-mail/Courriel: jcaron@mineralogicalassociation.ca

Contact: Johanne Caron

Description: MAC was formed in 1955 as a non-profit scientific organization to promote and advance the knowledge of mineralogy and the allied disciplines of crystallography, petrology, geochemistry and mineral deposits.

Society of Economic Geologists (SEG)

7811 Shaffer Parkway

Littleton CO 80127 USA

Phone/Tél.: 720 981-7882 Fax/Télec.: 720 981-7874

E-mail/Courriel: franceskotze@segweb.org

Contact: Frances Kotze

Description: SEG is an international organization of individual members with interests in the field of economic geology. The Society's membership includes representatives from industry, academia, and government institutions. Annual meetings, publications, field conferences, and short courses ensure an active communication of economic geology-related concepts within the membership and with the economic geology profession at large.

Society for Geology Applied to Mineral Deposits (SGA)

SGA Executive Secretary

Czech Geological Survey

Klárov 131/3

118 21 Praha 1

Czech Republic

Phone/Tél.: ++420-2-51085506 Fax/Télec.: ++420-2-51818748

E-mail/Courriel: secretary@e-sga.org

Contact: Andrew Conly, North America VP (aconly@lakeheadu.ca)

Description: The Society for Geology Applied to Mineral Deposits (SGA) is an international scientific society that promotes the science of mineral deposits geology. Its worldwide membership is composed of researchers, professionals and students from university, industry and government interested in economic geology, mineral resources, industrial minerals and environmental aspects related to mineral deposits.

Ottawa-Carleton Geoscience Centre (OCGC)

Centre géoscientifique Ottawa-Carleton

Department of Earth Sciences / Département des sciences de la Terre

Pavillon Marion Hall

Ottawa ON K1N 6N5

Phone/Tél.: 613 562-5773 Fax/Télec.: 613 562-5192

E-mail/Courriel: [geolrec@uOttawa.ca](mailto:geolrec@uOttawa.ca)

Contact: Mark Hannington

Description: Established in 1982, the Centre is one of the largest graduate teaching and research institutes of Earth Sciences in Canada, and represents the combined expertise of the Departments of Earth Sciences at Carleton University and University of Ottawa.

Natural Resources Canada (NRCan) – Geological Survey of Canada (GSC)

Ressources naturelles Canada (RNC) – Commission géologique du Canada (CGC)

615 rue Booth St., Room/Pièce 180

Ottawa ON K1A 0E9

Phone/Tél.: 613 995-3268 Fax/Télec.: 613 943-0646

E-mail/Courriel: [tlagroix@nrca.gc.ca](mailto:tlagroix@nrca.gc.ca)

Contact: Tom Lagroix

Description: GSC Bookstore is the main sales outlet for geoscientific/geospatial products and services produced as a result of research carried out by the staff of the GSC.

Canadian Museum of Nature

Musée canadien de la nature

1470 Chemin Pink Rd.

Gatineau QC J9J 3N7

Phone/Tél.: 613 566-4297 Fax/Télec.: 613 364-4023

E-mail/Courriel: [dboivin@mus-nature.ca](mailto:dboivin@mus-nature.ca)

Contact: Daniel Boivin

Description: Le Musée canadien de la nature est un organisme dynamique à facettes multiples formé de chercheurs reconnus mondialement, de spécialistes des collections, de professionnels de l'éducation et des multimédias. Nous présenterons le concept de la Galerie de la Terre Vale qui sera terminée en décembre 2012.

GAC® / AGC® - MAC / AMC - St. John's 2012

Department of Natural Resources

Government of Newfoundland and Labrador

50 Elizabeth Ave.

P.O. Box 8700

St. John's NL A1B 4J6

Phone/Tél.: 709 729-7036 Fax/Télec.: 709 729-2508

E-mail/Courriel: [LoriCook@gov.nl.ca](mailto:LoriCook@gov.nl.ca)

Contact: Lori Cook (Publicity committee chair, St. John's 2012)  
Description: We invite you to attend the Joint Annual Meeting of the Geological Association of Canada and the Mineralogical Association of Canada (GAC<sup>®</sup> - MAC) to be held at the Delta Hotel in scenic and historic St. John's from May 27th to 29th, 2012.

Natural Resources Canada Library  
Bibliothèque de Ressources naturelles Canada  
601 rue Booth St., Room/Pièce 350  
Ottawa ON K1A 0E8  
Phone/Tél.: 613 996-3919 Fax/Télec.: 613 943-8742  
E-mail/Courriel: NRCanLibrary@NRCan-RNCan.gc.ca  
Contact: Barb Cloutier  
Description: Delivering knowledge services in natural resources, including the GEOSCAN database, the NRCan Photo Database, and national collections in Earth sciences, energy, mining and forestry.

Department of Earth Sciences / Laurentian University  
Département des sciences de la Terre / Université Laurentienne  
935 Ramsey Lake Rd.  
Sudbury ON P3E 2C6  
Phone/Tél.: 705 675-1151 x2273 Fax/Télec.: 705 675-4898  
E-mail/Courriel: ntardif@laurentian.ca  
Contact: Nicole Tardif  
Description: B.Sc. in Earth Sciences, M.Sc. in Geology, Applied M.Sc. in Mineral Exploration, Ph.D. in Mineral Deposits and Precambrian Geology, MERC: Mineral Exploration Research Center.

Geoscience Laboratories (Geolabs)  
Willet Green Miller Centre  
933 Ramsey Lake Rd.  
Sudbury ON P3E 6B5  
Phone/Tél.: 705 670-5632 Fax/Télec.: 705 670-3047  
E-mail/Courriel: merilla.clement@ontario.ca  
Contact: Merilla Clement  
Description: Geolabs is a full-service geoanalytical facility with a focus on providing analytical and research services in inorganic geochemistry, mineralogy, preparation of reference materials, and method development. The Ontario Geological Survey is the Geolabs' largest client.

Fugro Airborne Surveys  
2191 Thurston Drive  
Ottawa ON K1K 4W9  
Phone/Tél.: 613 731-9575 Fax/Télec.: 613 731-0453  
E-mail/Courriel: ashales@Fugroairborne.com  
Contact: Adam Shales  
Description: Fugro is the largest provider of airborne geophysical services in the world specializing in airborne electromagnetics, magnetics, radiometrics and gravity.



#### Bruker Corporation

5465 East Cheryl Parkway

Madison WI 53711

Phone/Tél.: 608 276-3000 Fax/Télec.: 608 276-3006

E-mail/Courriel: jennifer.johnson@bruker-axs.com

Contact: Jennifer Baker-Johnson

Description: Bruker as one of the world's leading analytical instrumentation companies, continues to develop state-of-the-art technologies and innovative solutions for today's analytical questions.

#### IODP-Canada

6339 Stores Rd.

Vancouver BC V6T 1Z4

Phone/Tél.: 604 822-4296 Fax/Télec.: 604 822-6088

E-mail/Courriel: iodpcanada@gmail.com

Contact: Diane Hanano

Description: IODP-Canada promotes and coordinates Canada's participation in the Integrated Ocean Drilling Program (IODP).

#### Geological Society of America

3300 Penrose Place

Boulder CO 80301-1806

Phone/Tél.: 303 357-1004 Fax/Télec.: 303 357-1071

E-mail/Courriel: rfreeman@geosociety.org

Contact: Rebecca Freeman

Description: Founded in 1888, the GSA is a nonprofit organization dedicated to the advancement of the geosciences. Today the society has a growing membership of more than 22,000 individuals from 97 countries representing 40+ specialties of interests. GSA recognizes earth science excellence with awards, promotes lifelong learning through scientific conferences, and publishes a wide range of peer-reviewed scholarly works in the form of journals, books, field guides and maps and charts.

#### Activation Laboratories Ltd.

1336 Sandhill Drive

Ancaster ON L9G 4V5

Phone/Tél.: 905 648-9611 Fax/Télec.: 905 648-9613

E-mail/Courriel: hoffman@actlabs.com

Contact: Eric Hoffman

Description: Activation Laboratories Ltd provides contract analytical services covering all aspects of analysis from academic research applications to routine quality control functions.

#### Department of Geology / University of Toronto

22 Russell St.

Toronto ON M5S 3B1

Phone/Tél.: 416 978-2060 Fax/Télec.: 416 978-3938

E-mail/Courriel: kgorra@geology.utoronto.ca

Contact: Karyn Gorra

Description: The Department of Geology at the University of Toronto offers M.Sc., M.A.Sc. and Ph.D. programs with research in all areas of Earth Science and collaborative programs with Physics and Environmental Studies.

Centre for Planetary Science and Exploration

Department of Earth Sciences

University of Western Ontario

1151 Richmond St.

London ON N6A 5B7

Phone/Tél.: 519 661-4208 Fax/Télec.: 519 488-4721

E-mail/Courriel: cpsx@uwo.ca

Contact: Gordon Osinski

Description: Graduate and undergraduate program information; education and outreach materials; promotional flyers, stickers; meteorites on display.

GNS Science – Rafter Radiocarbon

30 Gracefield Rd, Gracefield 5010

PO Box 30-368, Lower Hutt 5040

New Zealand

Phone/Tél.: +64 4 570-4123 Fax/Télec.: +64 4 570-4657

E-mail/Courriel: m.sim@gns.cri.nz

Contact: Mike Sim

Description: GNS Science is New Zealand's Earth Science research Institute. We also offer commercial analytical services such as radiocarbon dating.

Systems for Research Corp.

300 Earl Grey Drive, Suite 225

Kanata ON K2T 1C1

Phone/Tél.: 613 832-0094 Fax/Télec.: 613 832-4102

E-mail/Courriel: jerry@sfr.ca

Contact: Mark Priebe

Description: SFR provides sales and services for surface and chemical characterization of materials, including automated mineralogy.

## **9- SPECIAL AND SOCIAL EVENTS REPORT**

Jeanne Percival (Geological Survey of Canada)

The proposal for all special events and social activities began in January 2008 at one of the early Local Organizing Committee (LOC) meetings. Following this, I engaged two volunteers to help on this committee: Lori Wickert (McMaster Ph.D. student) and Catherine Kizito (ESS-CCRS). Together we pulled together an exciting group of special events, social events, and the accompany persons program.

### **Special Events**

Initially we proposed three events: beer leaguer hockey game, fun run and walking tour. Due to the fact that a walking tour was planned as part of the field trips, we focussed on the hockey game and fun run.

#### **Beer Leaguer Hockey Game**

Plans were made to have one or two fun games at the University of Ottawa recreation complex. Both arenas were booked for the Tuesday afternoon 6:00 and 6:30 p.m. slots. The cost was estimated to be \$25 per person, and depending upon the subscription, extra money would be put towards beer and nachos in the Draft Pub following the game(s). Unfortunately, the hockey game(s) did not proceed due to insufficient registration. As we expected many delegates to be driving in from southern Ontario and Québec, we did anticipate good participation. However, based on past successful events, some of the hockey players may have “outgrown” the sport.

#### **Fun Run**

A Fun Run (~ 5 km) was planned on the final morning of the conference. On Friday May 27<sup>th</sup>, 13 people braved the morning rain to depart the registration area at 7:00 am for a short run around the Rideau Canal. Every participant received a specially designed T-shirt.

### **Social Events and Hospitality**

The Social Events organized for the 2011 Ottawa Conference followed the traditional events from past years. The events noted below were all catered and, with the exception of the Banquet, were held on the campus of the University of Ottawa. Special thanks to Dr. André Desrochers who worked tirelessly with the University Conference and Catering groups on the campus to help with the organisation of these events. Through his diligence in managing the food and beverage contracts, and regular meetings with the Conference and Tour Group, nothing was overlooked.

Olga Ijewliw (GSC) graciously volunteered to be the official photographer of the conference at the last minute, as this function had been overlooked. The photographs are organized by event and can be found at: [http://www.flickr.com/photos/gac-mac\\_ottawa\\_2011\\_photos/sets/](http://www.flickr.com/photos/gac-mac_ottawa_2011_photos/sets/).

### **GAC Council Meeting**

GAC Council met for two days prior to the conference. Hospitality included continental breakfast, tea and coffee in the mornings and afternoons, as well as a full buffet lunch. On day 2, lunch was shared with MAC Council, LOC Executive and LOC members from St. John's and Winnipeg meetings.

### **MAC Council Meeting**

MAC Council met for 1.5 days prior to the meeting. Hospitality included lunch and coffee/tea on day 1, breakfast and coffee/tea for the morning and afternoon breaks. Lunch was held in the GAC Council meeting room.

### **GAC President's Reception**

This event (May 24) was held in the Jazzy Restaurant on campus. It was well attended, with over 80 people present. Of these, 13 paid to attend at a minimal cost of \$10 each. This was the first time that GAC allowed regular members to attend, in addition to the invited participants. At this reception, various people were honoured with Special Awards from GAC including the Yves Fortier Earth Science Journalism Award and the Mary-Claire Ward Geoscience Award, to name a few. Wine and hors-d'oeuvres were served.

### **Ice Breaker-Welcome Reception**

This event (May 24) was held in the University Centre, Promenade level, where the Exhibits were set up. The Senior Jazz Ensemble of Canterbury High School provided entertainment in the Agora area, and food and beverage stations were well spaced along the Promenade. All Exhibitors were present during the reception. Registration remained open during the reception, until about 9:00 p.m., to allow latecomers to pick up their registration kits. Overall it was a noisy and well-attended event.

### **GAC President's Breakfast**

Traditionally the President and Vice-President of GAC meet with Division and Section Chairs to discuss GAC business that arose from the Council meetings. This breakfast was held in the Gendron Boardroom and was attended by over 20 members. A continental breakfast was served and the meeting was completed before the first talks began. Normally this breakfast meeting is held on day 2 of the conference. An exception was made for *Ottawa 2011* to accommodate the Geoscience and Society Breakfast talks scheduled on days 2 and 3.

### **GAC Annual Luncheon**

Tabaret Hall was selected as the location for the annual luncheons because of its architecture and atmosphere. This 100+ year old building located a short walk from the University Centre, provided an elegant and intimate dining experience for the delegates. Menus for all three luncheons are included in Appendix 1.

### **GAC-MAC-SEG-SGA Banquet**

The Gala Banquet was held in the most spectacular Grand Hall of the Canadian Museum of Civilization, facing Parliament Hill in Gatineau. The evening included a visit to the Logan Legacy exhibit in the Canadian Hall of Personalities, and a private showing of the 3D-IMAX film *Grand Canyon: River at Risk* following the meal. Entertainment at the Gala was provided by the Canterbury High School Senior Band and a visit from Lt-Col

John By, a well-known historical personage from the early days of Ottawa. At the request of the LOC, both the GAC and MAC executives agreed to present their top awards, the Logan and Peacock Medals, respectively, at the Banquet Gala. The LOC believes that the special venue of the Banquet and Gala contributed to the prestige of these two important awards.

### **Geoscience and Society Breakfasts I and II**

Two Geoscience and Society breakfasts were held in Tabaret Hall on May 26 and 27. These were full buffet hot and cold breakfasts. The first speaker, Dr. John Clague from Simon Fraser University, presented “*Keeping Canadians safe: How geoscientists help reduce losses from natural disasters*”. The second speaker, Dr. Jim Franklin, Franklin Geosciences, presented a talk entitled “*Geoscience underpinning Canada’s economic competitiveness, wealth and development*”. These breakfasts were organized as part of the Technical Program and represented a new initiative of the LOC.

### **MAC Awards Luncheon**

The MAC luncheon was held on day 2 (May 26) of the conference in Tabaret Hall. The menu for this event is included in Appendix 1.

### **MDD Awards Luncheon**

The MDD luncheon was held on day 3 (May 27) of the conference in Tabaret Hall. The menu for this event is included in Appendix I.

### **LOC Wind-Up**

On the last day of the conference, the LOC and its volunteers enjoyed a final meal of pizza and beer at the Jazzy Restaurant. The T-shirts worn by several members were used to highlight the volunteers on campus helping the delegates.

### **Hospitality during Technical Sessions**

Arrangements were made for hospitality during health breaks, at the Registration and Exhibits area, and before Poster sessions. These included coffee and tea set up in areas near the talks, coffee, tea and muffins etc. in the registration area, and bar and snack services during the poster session and exhibits area.

### **Expenses**

Expenses for special events and most of the social venues can be found in Appendix 2 of this section. The considerable costs incurred for the banquet were in part covered by funds collected through fund-raising activities.

### **Recommendations**

Organizing these events was an onerous task made possible through the efforts of a committed group on the Social Committee. It is critical to begin the planning of social events at an early stage in the conference organization, as the final contracts and details will require a significant amount of time, and in addition, many of the venues are rented several years in advance.

The LOC recommends that the Logan and Peacock medals continue to be presented at the meeting’s banquet, thus providing a suitable event to honour the top awardees, and provide more time for the other awardees’ speeches during the GAC and MAC

luncheons. Costs for the banquet could be greatly reduced by either including this in the registration fee, or through specific targeted fund-raising to defray, for example, the costs of room rental or related expenses.

**Special and Social Events Report**  
**Appendix 1. Luncheon menus**

**All lunches were held at 12:00-14:00 in Tabaret Hall**

**GAC Luncheon May 25, 2011** (head table = 10-12)

- Spinach mandarin almond salad
- Grilled chicken breast topped with roasted mixed nuts and maple syrup glaze
- Seasonal vegetables
- Herbed roasted potatoes
- New York Cheesecake
- Coffee and tea
- Wine: Served at head table only; cash bar.

**MAC Luncheon May 26, 2011** (head table = 10-12)

- Wild summer greens with apple and raspberry vinaigrette
- Chicken supreme with tarragon sauce
- Seasonal sautéed vegetables
- Herbed roasted potatoes
- Chocolate hazelnut torte
- Coffee and tea
- Wine: 2 bottles per table (1 white, 1 red); serve wine at head table only.

**MDD Luncheon May 27, 2011** (head table = 9; piped in with local bagpiper)

- Ginger carrot with crème fresh soup
- Baked salmon in chardonnay dill lemon sauce
- Rosette of broccoli
- Rice pilaf
- Cherry marscapone crumble
- Coffee and tea
- Open bar to a maximum of \$1200.00

## Special and Social Events Report

### Appendix 2. Special and Social Events

#### Expenses for Events

##### Miscellaneous

Rental of easels (from the Ottawa School of Art)	\$ 60.00
<b><i>Subtotal (miscellaneous)</i></b>	<b><i>\$ 60.00</i></b>

##### Icebreaker

Canterbury Senior Jazz Band	\$ 500.00
-includes transport by school bus and honorarium/donation	
Food for musicians (pizza)	\$ 86.60
<b><i>Subtotal (icebreaker)</i></b>	<b><i>\$ 586.60</i></b>

##### Banquet

###### *Museum of Civilization*

Grand Hall rental, salon, IMAX movie, technical services	\$ 6896.66
Meal and bar set-up	\$ 8705.50
Transportation-Trolley Tours	\$ 50.00
Refund on Trolley Bus which did not come	<b>\$ -950.00</b>

###### *Centrepieces*

Vases	\$ 90.40
Flowers	\$ 90.40
Crystals	\$ 13.54

###### *Program*

Paper, printing and stapling (135)	
Printing-Staples Business Depot	\$ 278.38

###### *Entertainment*

Canterbury Senior String Ensemble	\$ 500.00
Lt-Col John By from Bytown Museum	\$ 250.00

###### *Miscellaneous*

Ticket for Photographer, Olga Ijewliw	<u>\$ 90.00</u>
<b><i>Subtotal (banquet)</i></b>	<b><i>\$ 16914.88</i></b>

##### Luncheons

Centrepieces	\$ 22.60
<b><i>Subtotal (luncheons)</i></b>	<b><i>\$ 22.60</i></b>

##### Fun Run

CustomLnk-T-shirts (for 15)	\$ 225.30 (9)
<b><i>Subtotal (fun run)</i></b>	<b><i>\$ 225.30</i></b>

<b>TOTAL (all Special and Social events)</b>	<b>\$ 17808.78</b>
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## **10- ACCOMPANYING PERSONS PROGRAM REPORT**

Jeanne Percival (Geological Survey of Canada)

The Local Organizing Committee offered the Accompanying Members a full and varied program to showcase Ottawa and its surroundings. Registration included the Ice Breaker-Welcome Reception, Hospitality in the Agora (registration area), access to Poster Sessions, guided Walking and Boat Tours of Ottawa and the Rideau Canal, and a special gift (pottery) designed by a local artisan. In all, 23 delegates took advantage of this Program and a smaller number participated in the extra excursions offered.

Details of the schedules were posted on the Ottawa 2011 web site. Flyers were created for each event as souvenirs for delegates. Each morning began with morning hospitality in the Agora area of the Promenade, University Centre. All excursions/events began from there.

On Day 1 there was a guided Walking Tour of the downtown area. In the afternoon, there was a guided Boat Tour of the Rideau Canal with a visit to the local Bytown Museum.

On Day 2, a minivan driven by volunteer Shauna Connell-Madore (GSC) took delegates to visit a local pottery artisan in Kars followed by lunch at the historic Baldachin Inn in Merrickville. After the lunch, delegates were given free time to wander around and to enjoy a visit with a local glassblower.

Day 3 began in the Agora. The hospitality tour that day included a visit with local artist Kirk Brandt, talking about his work. The lecture was followed by an excursion to Gatineau Park. Two minivans (driven by Shauna Connell-Madore and Jeanne Percival) took delegates to tour Gatineau Park, visiting local tourist spots including Pink Lake and Champlain Lookout. The tour ended with a warm lunch at the Moorside Tearoom at the McKenzie King Estate in the Park.

### **Expenses**

Expenses for the excursions are listed in Appendix 1 of this Report. The Accompanying Persons Program was intended and designed by the LOC to be a cost-recovery program. Compared to the 1997 GAC-MAC meeting in Ottawa, there were far fewer participants, although 23 is still an encouraging number. A varied program advertised early is the key to success of such activities.

### **Recommendations**

Accompanying guest programs should be announced well in advance of the registration deadlines to increase visibility and participation. In our case, details were missed in the original announcements because of a lack of space.

**Accompanying Persons Report**  
**Appendix 1. Accompanying Persons Program**

**Expenses for Accompanying Persons Program**

**Registration**

Registration bags	\$ 90.40
Gifts from Marie Paquette	\$ 630.00
Walking & Boat Tour (32 people)-Wednesday	\$ 1440.00
Refund from boat tour and museum	\$ -351.00
Guest Lecturer –Kirk Brant-Friday	\$ 100.00
Extra tickets to accommodate wheelchair guest (+ volunteer)	\$ 35.00
Taxi to boat dock	\$ 15.00
Return taxi (no receipt available)	\$ 10.00
<b><i>Subtotal (registration)</i></b>	<b><i>\$ 1969.40</i></b>

**Artisan Excursion-Thursday**

Minivan rental (2 days)	\$ 122.90
Fuel	\$ 50.00
Lunch-Baldachin Inn, Merrickville (for 10)	\$ 229.50
<b><i>Subtotal (artisan excursion)</i></b>	<b><i>\$ 402.40</i></b>

**Gatineau Park Excursion-Friday**

Mini-van, see above	
Lunch-Moorside Tearoom( for 9)	\$ 225.00
Parking (2 minivans)	\$ 16.00
<b><i>Subtotal (Park excursion)</i></b>	<b><i>\$ 241.00</i></b>

<b>TOTAL (all Accompanying Persons Events)</b>	<b>\$2612.80</b>
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## 11- PUBLICATIONS AND TRANSLATIONS REPORT

Isabelle McMartin & Natasha Wodicka (Geological Survey of Canada)

### Background

The Publications and Translation (P&T) subcommittee was responsible for producing and distributing the First Notice, the Final Notice, the Program Volume and the Abstracts Volume, and to arrange and coordinate French translation of all publications, website content, special events and outreach material, and for on-demand requests from various *Ottawa 2011* LOC subcommittees.

### Subcommittee membership

Isabelle McMartin	GSC-Ottawa	LOC member and co-chair of P&T Subcommittee
Natasha Wodicka	GSC-Ottawa	LOC member and co-chair of P&T Subcommittee
Alain Plouffe	GSC-Ottawa	Member of P&T Subcommittee
Andrée Blais-Stevens	GSC-Ottawa	Member of P&T Subcommittee
Lynda Dredge	GSC-Ottawa	Member of P&T Subcommittee
Stephanie Douma	U. Ottawa/ NRCan Volunteer	Member of P&T Subcommittee

### Primary roles of subcommittee members

Tasks and responsibilities of subcommittee members were determined in April 2008, three years prior to the meeting. This significantly facilitated sharing of the workload and meeting the various deadlines for the printing and distribution of the planned publications. In addition to the subcommittee members, Tracy Barry and Rachelle Lacroix (GSC-Ottawa) produced various maps and cover layouts for the Program and Abstracts Volumes. External services included production of a painting for various publications and publicity materials, design of First and Final Notices, typesetting and layout of Program and Abstracts Volumes, and translation services.

Correspondence with different LOC subcommittees and co-sponsoring societies (GAC-MAC-SEG-SGA) and linkages with website	McMartin/Wodicka
Detailed plan of publication schedule, critical deadlines etc.	Wodicka
Financial coordinator (produces cost estimates, drafts budget, updates expenses spreadsheet)	Plouffe
Coordination of internal and external professional services (graphic design, layout and typesetting, translation, etc.)	McMartin/Wodicka
Proof-reading and cross-checking of all publications (English and French, where applicable)	Team
Coordination of theme drawings and photographs for all publications	Douma
Content of First and Final Notices	Team
Assembly of Program and Abstracts volumes and linkage with Technical Program and Publicity subcommittees, and GAC Publication Office	McMartin/Wodicka

## Publication products

- First Notice: 10,000 copies; 8.5x28 in; color; double sided; varnish; 70 lbs paper.
- Final Notice: 5,000 copies; 8.5x32 in; color; double sided; varnish; 70 lbs paper.
- Program Volume: 1,100 copies; Perfect bound book; 80 p. + cover; 8.5x11 in; Page cover: coated 1 side 10 points; print 4/black with varnish and bleed; text print black no bleed; 60 lb text uncoated; no bleed.
- Abstracts Volume: 400 copies; Perfect bound book; 248 p. + cover; 8.5x11 in; Page cover: coated 1 side 10 points; print 4/black with varnish and bleed; text print black no bleed; 60 lb text uncoated; no bleed.
- CD of Abstracts Volume: 1,100 copies; 5 color silk screen label; inserted in white envelopes.

## Translation

Offering high-quality bilingual publications was of utmost importance to the LOC. On the recommendation of Venetia Bodycomb, the Publications Chair for *Montréal 2006*, we engaged Michèle Mainville of Traductions de la Géosphère, 1013 Bérard, Val-d'Or (Québec) J9P 3T8 ([geosphere@cablevision.qc.ca](mailto:geosphere@cablevision.qc.ca)), to do our translations. Michèle Mainville specializes in translating Earth Sciences documents and produced high-quality and timely translations of all our publications. Starting in Fall 2010, she also translated documents for the Ottawa 2011 website, which ensured seamless translations between printed materials and website and avoided duplication of translation, as well as the Public Lecture that was presented at the Canadian Museum of Nature.

### Activities and procedural decisions

Timeline	Activities	Comments
<b>February-July 2009</b>	Produced preliminary cost estimates of all publications/translations and drafted budget.	Initial costs estimated for mailing circulars to members of GAC, MAC, SEG, and SGA were extremely high and decided early on to ship the circulars in bulk to host societies' headquarters to tie in with their regular council mailings.
<b>Fall 2009</b>	Engaged an artist (Judi Pennanen) to produce a painting reflecting both the location of the meeting and local geology.	Painting became the "signature" illustration on all Ottawa 2011 publications, including field trip guidebooks, and the meeting's website. Copyright owned by the Geological Survey of Canada.
<b>Fall 2009</b>	Engaged a translator, Michèle Mainville of Traductions de la Géosphère.	Translator provided timely translations of all publications at a reasonable rate.
<b>January 2010</b>	Engaged a graphic designer (Patrick Verret from Québec City) for layout and typesetting of First and Final notices.	Engaged same person as the one who maintained the <i>Ottawa 2011</i> website. Due to unforeseen circumstances and communication difficulties, we scrambled to get layout completed in time for printing the First and Final notices.
<b>Winter 2010</b>	Prepared content of First Notice with all planned sessions, symposia, field trips, short courses, and special events. 10 000 copies printed and distributed to GAC (400), MAC (1000), SEG (400), SGA (1000), GSC booth at various meetings and workshops (400), <i>GeoCanada 2010</i> (4000), and various companies, geological university departments, and federal and provincial surveys across Canada (800).	Most of the content of the notice was communicated to our subcommittee only in early February 2010, which created very tight deadlines for translation, proofreading, layout, and printing prior to initial distribution at PDAC 2010 (March 7-10, 2010). Distribution of notice to host societies was tied in with regular council mailing or hand delivered to headquarters' staff at national meetings. PDF copies of the notice were also sent to all host societies. In the end, we had approximately 2000 extra copies that were not distributed.
<b>March 2010</b>	Prepared a PowerPoint slide advertising <i>Ottawa 2011</i> during technical program sessions of the <i>GeoCanada 2010</i> meeting.	Slide prepared following suggestion by <i>GeoCanada 2010</i> convention manager in lieu of an ad on back cover of <i>GeoCanada 2010</i> delegation handbook (but back cover did include basic information on <i>Ottawa 2011</i> ).
<b>September-October 2010</b>	Prepared content of Final Notice with revised lists of special sessions, symposia, field trips, short courses, and special events. 5000 copies printed and distributed to GAC (1500), MAC (1000), SEG (150), SGA (150), and at provincial and territorial Open	Decided early on to combine "Call for Abstracts" and "Call for Registration" circulars into a single publication. Notice printed in time for distribution at provincial and territorial meetings starting in early November. Distribution of notice to host societies was tied in with regular council mailing or hand delivered to headquarters' staff at national meetings. PDF copies of the notice were also sent to all host societies. In the end,

	Houses (500).	approximately 1700 copies were not distributed.
<b>January 2011</b>	Engaged a local production editor to prepare layout and typesetting of Program and Abstracts volumes in printer-ready format (Elizabeth Ambrose: <a href="mailto:eambrose0048@rogers.com">eambrose0048@rogers.com</a> ).	Editor produced timely layouts of Program and Abstracts volumes.
<b>Winter 2011</b>	Assembled Program and Abstracts volumes. Gerry Kilfoil, the database manager for GAC-MAC meetings, provided the detailed technical program, Program-at-a-Glance, abstracts file in alphabetical order, and the Program and Abstracts volume author indices. Files were checked and proofread by our subcommittee before and after layout and typesetting.	We started working on Program files in mid-February and on Abstracts files at the end of March. Numerous errors and last minute changes in authors, titles, program schedule, and last minute cancellations meant that the final files could be sent for printing only at the end of April 2011. Engaged on-site designers for front and back covers and maps, which greatly facilitated meeting the deadlines. Deadline for booking an exhibit space was set to April 22, 2011 (based on previous GAC-MAC meetings), only 1 week before sending files to the printer. Thus, the description of exhibits for late bookings could not be translated.
<b>End of April 2011</b>	Submitted final digital files of Program and Abstracts volume to printer for hard-copy printing and CD-ROM production. Printed 1100 copies of the Program volume and 400 copies of the Abstracts volume, and produced 1100 CDs.	Instructions from the printing company regarding bleeding, crop marking, signature, and CD cover template were made clear to us only at the time, or after, we submitted the final files, which delayed printing of the final volumes and CDs by several business days. Very few libraries (4 in total) across Canada requested a hard copy of the Abstracts Volume. 146 delegates pre-paid online for a hard copy of the volume, but there was major confusion at the Registration desk during the meeting regarding distribution of these volumes. Many copies had to be shipped after the meeting.
<b>Mid May 2011</b>	Produced insert pages for the Program and Abstracts volumes indicating changes and errata to the Technical Program and abstracts.	The insert pages contained important changes and errata to the Technical Program (particularly errors in conference rooms) that were overlooked by a number of delegates and resulted in confusion on the first morning of the meeting.

## Recommendations

- We strongly recommend future LOC's to engage professional consultants to design and produce layout of the publications locally.
- Suggest having *at least* one bilingual person from the LOC to proofread translations. Upon requests from various other LOC subcommittees, numerous last-minute translations were done by our group.

- Reminders to LOC members to provide text for the Program Volume should be continuously sent out with specific deadlines.
- In addition to the campus and conference room maps provided in the Program Volume, the same maps should be enlarged and exposed near the registration desk. Major room changes given in the insert pages for the Program Volume should also be shown up front at registration desk (white board).
- People at registration desk should have a chance to read the Program Volume ahead of time (or be briefed) in order to be prepared to answer questions from the delegates.
- A system to better distribute hard copies of Abstracts Volumes (pre-paid and on-site sales) should be implemented. The subcommittee co-chairs ended up shipping Abstracts Volumes after the conference to delegates who had not picked up their pre-paid copies.
- The locations of meeting places for fieldtrip departures should be included in the Program Volume.
- Length of talks should be included in the Program Volume and on the website (15 min + 5 min for questions).
- Plenary sessions should be better highlighted in the Program Volume and mentioned at the end of each session by the session organizer, 5-10 minutes should be left between regular and Plenary sessions.
- The deadline for booking exhibit space should be moved ahead by ~2 weeks (i.e. early April) to allow enough time for the translation of the documents and preparation of the final Exhibits map in the Program Volume.
- Ensure that printing specifications from the printing company are clear well ahead of time prior to submission of the final files.
- During the final stages of the volumes production, a very close and constant collaboration is absolutely essential between the layout person for the Program and Abstracts Volumes (Elizabeth Ambrose), the GAC Office database manager (Gerry Kilfoil), the Technical Program subcommittee chair (John Percival) and this subcommittee's co-chairs. Last minute changes were significant.
- We suggest delaying the submission of the final files to the printer until the latest possible moment to minimize errors in the Program and Abstracts Volumes. Even then, in our case six pages with changes to the volumes needed to be inserted in the Program Volume.
- A smaller number of the First and Final notices and hard copies of the Abstracts Volume could have been printed. In our case, 8,000 copies of the First Notice, 3,500 copies of the Final Notice, and 250 copies of the Abstracts Volume would have been sufficient.
- Gerry Kilfoil can produce a linkable author index and/or keyword index for the Abstracts Volume made available online and on CD. Although we did not choose this option in the end (given tight printing deadlines), this could be an attractive search tool, e.g. when a viewer clicks on a page number in the author index, he or she is taken to that page of the volume.

## **Budget summary**

The budget estimate, as of Oct. 28, 2009, for this subcommittee was \$30,379 in expenses (including taxes) and \$3,500 in revenue (selling of ca. 350 Abstracts Volumes at \$10 per copy).

Final expenses were \$25,846.93 (including taxes). A total of 146 copies of the Abstracts Volume @ \$12 each (\$11.43 + \$0.57 GST) were purchased on line (pre-paid) and 21 on site, for a total revenue of \$1908.81 (without GST). In addition, 53 copies @ \$8 each were sold at cost (\$7.68 + \$0.38 GST) to the GAC Office and libraries, for a potential revenue of \$407.04 (without GST). The expected total revenue from sales of the abstracts volume is \$2,315.85.

Simon Hanmer, in collaboration with Brian Cousens, the Finance Chair, and this subcommittee, requested and received a Class Contribution Grant of \$14,500 from the Geological Survey of Canada, Natural Resources Canada, for publication and translation costs. This grant, extending across 2 fiscal years, was awarded in September 2009 and covered the costs associated with the designing and layout of bilingual copies of the Ottawa 2011 First and Final Notices and Abstracts and Program Volumes.



## **12- SPACE AND ACCOMMODATION REPORT**

André Desrochers and David Schneider (University of Ottawa)

Two persons comprised the membership of the committee charged with delegate accommodations as well as on-campus technical space requirements and logistics. Both members attended LOC meetings, and from the early days of planning were the liaisons between the LOC and University facilities. Principal tasks included securing suitable on-campus and off-campus accommodations for conference delegates, monitoring agreements with hotels and with University conference services, establishing AV and telecom requirements (including delegate WiFi, phone lines for registration and technical video projection), and defining the campus space to be used for the technical sessions, registration, exhibitors booths, etc. With regard to university contracts and negotiations, on-campus accommodations were handled separately from the technical space.

### **Accommodations**

After consultation with the GAC guide for meetings, we determined that ~33% of delegates would use conference-negotiated accommodations. We expected 1200 delegates (at most), thus our goal was to block ~400 rooms between nearby hotels and university lodging. Since many budget-minded delegates use internet search engines to find the most competitive rates, we calculated that this would be a high number. However, since this the month of May is a busy tourist time in Ottawa, for example the annual Ottawa marathon was scheduled for the preceding weekend and the Annual Tulip Festival on the following weekend, the committee felt it was necessary to have an adequate number of rooms blocked ahead of time.

The committee arranged on-campus accommodations through an agreement with the University of Ottawa Housing Services. The rooms, located in separate residence halls, were furnished in one of two ways: 1) as a typical (shared) dorm-style room, furnished with a bed, sink, linen, towels, closet, bookshelf, chair and desk, telephone for local calls, and an Internet connection. Shared washroom and shower facilities were associated with clusters of rooms and, 2) as a typical hotel-style room, similarly detailed, but with an en-suite washroom and shower.

The agreement with Housing Services guaranteed that 100 rooms/day would be available from May 23 to 27 for the conference delegates at the rates listed below, provided that individual delegates reserved their room by 15 April. Availability was not guaranteed after the deadline, but delegates were still able to reserve rooms on a first-come-first-served basis after this date. This arrangement worked well since the organizing committee was not financially responsible for the reservations while, at the same time, there was plenty of on-campus accommodation.

After soliciting input from a number of local hotels within walking distance to campus, block bookings were made with three hotels on the basis of price and proximity to the University. A letter of agreement, with terms similar to those negotiated for on-campus accommodation, was signed with each of these three hotels, with no financial responsibility falling to the LOC once rooms were released by mid-April.

Delegates were provided with information about other accommodations (hotels, bed-and-breakfasts, and hostels) on the meeting website.

### **Block bookings for on- and off-campus accommodations, 23-27 May**

<b>Hotel</b>	<b>Room block</b>	<b>Price</b>
Novotel	100	\$149/\$169
Courtyard Marriott	100	\$165
Lord Elgin	100	\$159
<u>University of Ottawa</u>		
New Residence (hotel-style)	50	\$95
Conventional (dorm-style)	50	\$60

One issue arose that may warrant consideration during any future conference planning on university campuses: Since university classes were not in session over the duration of the meeting, many restaurants on campus were closed, limiting the dining options or forcing the delegates downtown.

### **Campus Logistics**

The LOC required thirteen technical rooms for concurrent sessions, with podium-controlled AV capabilities. The rooms identified were lecture-style classrooms in separate, but joined, buildings, all located at the centre of campus.

The following rooms were secured:

<b>Room</b>	<b>~capacity</b>
Morisset 205	90
Morisset 212	120
Morisset 218	180
Morisset 219	45
Morisset 221	45
Morisset 250	70
Morisset 251	70
Morisset 252	70
Morisset 256	70
Montpetit 201	100
Montpetit 202	240
Montpetit 203	240
Montpetit 204	40
Montpetit 207	80

In addition we secured a number of other boardrooms for use before, during and after the conference, designed for division meetings, short courses, a speaker ready room, etc.

These rooms were:

UCU 206	20
UCU 207	20
Morisset 211	50

In addition, the Alumni Auditorium on the main floor of the Jock Turcot University Centre, which has a capacity of 300, was used for opening ceremonies, plenary addresses, and large special sessions. The Jock Turcot University Centre also provided a venue for the Exhibitor and Registration areas (see respective reports for details).

WiFi internet access was made available to all delegates, free of charge, but the signal was only available on the main floor of the Jock Turcot University Centre.

The poster sessions were located in the Monpetit Gymnasium, close to the technical sessions. The posters were displayed for two days of the conference. Cash bars and receptions at the end of each day encouraged a large influx of delegates to the Poster Hall.

The two main aspects of signage for the conference were: 1) to announce schedules for the technical session rooms and these signs were placed on easels outside of the rooms, and, 2) navigation directions within the University Centre complex to find, for example, seminar rooms, poster hall, wi-fi area, speaker ready room). All signage was printed by NRCan and placed/removed by student volunteers.

### **13- STUDENT ASSISTANTS REPORT**

Glenn Milne (University of Ottawa)

Students played an important role in helping to prepare the venue for the meeting (e.g. putting up signage, poster boards) and in the performing a variety of tasks during the meeting, for example: assisting in presentation rooms by loading Powerpoint files and contacting technical staff if an AV problem arose, manning help stations and the Speaker Ready Room, helping at the Registration Desk. Approximately 50 student helpers were employed to aid in the running of the conference. The majority of these (80%) were graduate students from the two local universities (Carleton and Ottawa), many of whom were presenting at the meeting. Each student who helped received a fee waiver for the meeting and was paid for the time they committed (\$25 per half day). Only students who were able to help for a minimum of 2 days out of 4 (day preceding the meeting plus the three meeting days of the meeting) were given the opportunity to help. On average, each student helped for ~2.5 out of the 4 days, which is equivalent to ~31 helpers working for the entire 4 days.

Good communication between the student helpers and the LOC was vital to obtaining effective co-ordination of the student help. This was achieved by having one LOC member being responsible for this process and, in this case, selecting 2 graduate students from each university (Carleton and Ottawa) to coordinate the distribution of tasks between the students from both campuses. This was critical given that each student helper was only available on specific half days. The 4 student coordinators attended some of the LOC meetings in the last month leading up to the conference to ensure that there were a sufficient number of students to perform all the required tasks. A given task was always overseen by a specific member of the LOC. Students assigned to this task were informed who the appropriate LOC contact was. Without this level of communication, it would have been very difficult to organise student help effectively.

## 14- PUBLICITY REPORT

Katherine Venance (Geological Survey of Canada)

The Publicity Subcommittee consisted of Katherine Venance, Peter Bobrowsky, Blyth Robertson and Ross Knight.

The Publicity Subcommittee was responsible for:

1. Developing and distributing pre-conference publicity.
2. Developing and maintaining the conference website.
3. Profiling the conference to the media and the public.

The Publicity Subcommittee attempted to follow the timelines suggestions as outlined in the GAC Meeting Guidelines volume.

### 1. Pre-Conference Publicity

Pre-conference publicity was initiated more than one year prior to *Ottawa 2011*, with the design of a poster modeled around the First Circular. This poster was sent to *GeoCanada 2010* in Calgary, along with hundreds of promotional items (hi-lighter pens etc.) that were emblazoned with the *Ottawa 2011* logo and web address. An updated edition of the poster was displayed at the GSA meeting in Keystone, Colorado in October 2010. A publicity poster was also meant to be displayed at the PDAC meeting 3 months prior to *Ottawa 2011*, but unfortunate circumstances related to its transportation delayed its arrival.

Half- or full-page advertisements were placed in the *Geolog* newsletter in 4 separate editions for the year prior to the meeting. The meeting dates were posted in conference calendars on several sites including *Elements Magazine*. Ten thousand hard copies of the First Circular were distributed to members of GAC and MAC, to attendees of *GeoCanada 2010* in Calgary, to earth sciences and geography departments at Canadian universities, to Canadian provincial and American state geological surveys and to several museums.

For several reasons, the LOC felt that media attention in *Ottawa 2011* would be insufficient to warrant a press conference. Instead, several efforts were made by the Chair and Co-Chair to publicize the two Geoscience and Society breakfasts and to recruit journalist participation on field trips (see Chair's Report). Media did attend Geoscience and Society breakfasts, which resulted in an article in the *Ottawa Citizen*.

#### 1.1 Pre-Conference Publicity, Comments and Suggestions

The Publicity committee is supposed to be given a free exhibit space at the GAC-MAC meeting the year prior in order to advertise the meeting. However, it was the position of the *GeoCanada 2010* LOC that they could not afford to give away a booth space. Initially the LOC and Publicity committee were disturbed by this, but the problem was resolved efficiently by LOC members who were attending the meeting in other capacities and who transported the display to Calgary, and the GAC booth personnel who generously agreed to take on the task of setting up the *Ottawa 2011* display and handing

out promotional materials. Savings were made, and all went well in the end. It is suggested that this could be a source of substantial savings for future LOCs – especially if the previous year’s meeting is a considerable distance from your meeting.

## **2. Conference website**

Just as we were about to start developing the *Ottawa 2011* website, we were informed that the GAC webmaster, Marg Brazil, was no longer available, so we were tasked with finding a new webmaster, as none of the subcommittee members were well-versed in website development. Pierrette Tremblay of MAC recommended Vincent Boivin, who was the web developer for the online Elements Magazine), and he was hired.

The preferred domain name of [www.gacmacottawa2011.ca](http://www.gacmacottawa2011.ca) was purchased with hosting for 5 years in January 2009 for \$550 and the outline of our web page went online.

Due to very unfortunate circumstances, we lost our webmaster towards the end of 2009, but before he left he arranged to have a co-worker take on his obligations. Perhaps because this person was overwhelmed with this extra work, response time was often slow, and the product was not as professional as we might have liked.

The basic template of the web site was modeled on those of previous years. Initially, the webmaster designed a home page with well-known scenes of Ottawa culled from tourist websites, but these were eventually replaced with the art work of the cliffs behind Parliament Hill commissioned by the Publications subcommittee.

We neglected to factor in the costs for translation of the website; however, this was done quickly and at a reasonable price by the translator hired by the Publications subcommittee and the extra cost was offset by savings elsewhere (not sending a committee member to *GeoCanada 2010*). The decision was made to post information in English, and to update the website with the French translation as it became available.

### **2.1 Website Comments and Suggestions**

Getting the web site updated quickly enough was a never-ending problem. Our graphic designer was external to our organisations and, in addition, was not based in Ottawa - which made it impossible to sit down and discuss the look and feel of the website. This meant frequent, long delays getting the pages updated, and quite often the product was less than desired. From major updates to very minor corrections, there was a constant need for change. A conference website needs to be dynamic and easily and quickly updated. Having an arm’s-length webmaster is not the most efficient way to proceed.

The preference would be to have a webmaster who is on-site, known to you (possibly even an LOC member), preferably familiar with the annual GAC-MAC meeting, and available for rapid and last-minute changes and updates. We suggest that you host the website on a commercial server which can handle the traffic. There were several comments about slow loading on our website.

The GAC might consider designing a standard website template – as has been recommended by previous LOCs, with the specific information for each meeting dropped

in. Considerable cost savings could be made by not needing to be concerned about developing a unique theme for each year.

LOC's should not overlook the cost of translations for their website.

### **3. Liaison with the Public**

NRCan's Communications Branch and the Museum of Nature used their networks to advertise the Public Lecture. The Museum contracted out the design of a poster at a cost of more than \$900. Despite some interference from the Communications Branch with regard to the design of the poster it was eventually released and was posted at libraries and to the museum's list of members. The Public Lecture was very well attended and well received.

LOC member Peter Bobrowsky coordinated publicity about the Geoscience and Society Breakfasts with contacts on Parliament Hill, but it was unfortunate that Parliament was not in session during our meeting. In addition it was very difficult for the GSC-based LOC members to participate directly in this in the weeks preceding, so advertising the two breakfasts to Ottawa decision makers parliamentarians (via the Hill-Times) became problematic. There were approximately 25 attendees at each breakfast; however, most of them were conference registrants.

#### **3.1 Liaison with the Public Comments and Suggestions**

The sum of \$900 paid to a commercial firm to design an advertisement for the public lecture could have been saved by using in-house skills.

An Expenses Spreadsheet is attached (see Appendix 1).

**Publicity Report**  
**Appendix 1. Publicity Expenses**

Ottawa 2011 Publicity Committee Expenses - Final				
Items	Details	Paid	Date	Notes
<b>Web Page</b>				
Web-hosting	domain www.GACMACOttawa2011.ca: hosting for 5 years	\$ 550,00	Paid January 2009	paid to Vincent Boivin (webpage designer)
design and maintenance	Fee for basic design of web page	\$ 400,00	\$400 paid July 2009	paid to Vincent Boivin
design and maintenance	Additions to web-page	\$ 1 280,00	Dec 2010	New web designer is Patrick Verret
design and maintenance	Additions to web-page	\$ 460,00	March 2011	paid to Patrick Verret
design and maintenance	Additions to web-page	\$ 260,00		paid to Patrick Verret
Translations for Website		\$ 121,11	Mar 2011	paid to Traductions de la Géosphère
Translations for Website		\$ 299,30	Feb 2011	paid to Traductions de la Géosphère
Translations for Website		\$ 1 012,72	Feb 2011	paid to Traductions de la Géosphère
Translations for Website		\$ 925,00	Nov 2010	paid to Traductions de la Géosphère
<b>Bling</b>	advertising hi-lighter pens for giveaways at meetings	\$ 471,94	April 2010	reimbursed to K Venance who paid 4imprint
<b>Shipping</b>	Excess baggage charges transporting poster and hi-lighters to GeoCanada 2010		May 2010	reimbursed to Natasha Wodicka
<b>Advertisements</b>	Design of Ottawa Quake poster design	\$904,00	May 2011	Paid to Why Not Studios
<b>TOTAL</b>		<b>\$ 6 684,07</b>		



## 15- GEOSCIENCE EDUCATION AND OUTREACH REPORT

Blyth Robertson (Geological Survey of Canada – retired)

Through the encouragement and efforts of the Canadian Geoscience Education Network (CGEN), Geoscience education and public outreach has now become an integral part of GAC-MAC annual meetings for at least five years. The *Ottawa 2011* Special Session on Geoscience Education, May 26, was co-sponsored by CGEN and The Ottawa-Gatineau Geoheritage Project (OGGP). It was chaired by Erica Williams, a British Columbia secondary school teacher, and Blyth Robertson, GSC and OGGP. As advertised, the session examined recent progress in existing and new initiatives for the enhancement of public geoscience awareness, including through elementary and secondary school curricula. Emphasis was placed on reviews of geoheritage values, stressing the continued need to preserve and promote unique and iconic records, including those associated with Canada's mining history, plus the future of geotourism, especially through establishing Geoparks. The fifteen oral presentations, which fell nicely into geoheritage and education half-day sessions, were well attended, and the 35-seat lecture room was virtually full throughout the day. Having a teacher as one of the co-chairs greatly facilitated in ensuing discussions on the needs and means to significantly improve the geoscience knowledge of teachers and the development of new texts and learning concepts to assist in this. The Special Session also included three poster presentations and, as part of its post-meeting report, CGEN recommended that organizers of future sessions try to significantly increase this number as they provide a focus for even greater discussion. At its executive meeting following *Ottawa 2011*, CGEN expressed its pleasure with the organization and content of the Special Session. CGEN has been working with the LOC for *St. John's 2012* in its plans for geoscience education and outreach aspects at this upcoming meeting.

Canada's EdGEO organization annually supports Teachers' Workshops on Earth Science in various communities, including one in Ottawa sponsored and organized by Carleton University's Department of Earth Sciences that was specifically scheduled to allow teacher participants to attend and take advantage of some of the coincident *Ottawa 2011* events. As was previously done at former GAC-MAC annual meetings, the workshop organizer, Beth Halfkenny, negotiated a full pass for workshop participants to the *Ottawa 2011* GAC-MAC conference. The LOC asked for cost recovery, so a \$15 fee was included in the workshop registration. Teachers paid \$60 for one day of in-house activities and presentations at Carleton University's Earth Science Department, a one-day field trip to see the local geoheritage, and full access to *Ottawa 2011*. They were specifically encouraged to attend the Special Session on Geoscience Education, which 9 of the 24 did and participated fully in discussions following the talks specific to geoscience education. At the May 27 workshop, elementary and secondary school teachers were provided with instruction, lesson plans, activities, classroom resources and field trip ideas that will assist and encourage them to integrate Earth Science concepts into their teaching. They also received a teaching resource kit to take back to their classrooms, along with a USB-memory stick containing digital files of workshop activities and other ready to use resources. They were able to pick up a number of posters, pamphlets, magnets, bookmarks and other materials provided by various agencies involved in Geoscience education including the GSC, NRC, EdGEO, MAC,

GAC, etc. Resources provided were estimated to be worth \$200 for each teacher. The Dean of Science of Carleton University provided \$5000 to allow three First Nations educators from Northern Ontario to join the workshop and the related *Ottawa 2011* events.

The *Ottawa 2011* fieldtrip on Geological Highlights of the National Capital Region, co-led by Al Donaldson (Carleton, CGEN, OGGP) and Halfkenny, was run on two days, the second being the post-meeting Saturday to allow Teachers' Workshop participants to learn more about local sites of interest that they could incorporate in their teaching materials and experiences. The fieldtrip organizers received very appreciative comments at the conclusion of the day-long outing, and in e-mails afterward.

## 16- MISCELLANEOUS REPORTS

Simon Hanmer (Geological Survey of Canada, General Chair)

### A) *Ottawa 2011* LOC and Sub-Committee Chairs

General Chair and Co-Chair

Simon Hanmer GSC \*

André Lalonde UO \*

General Secretary

Charlie Jefferson GSC \*

Finance

Brian Cousens CU \*

Technical Program

John Percival GSC \*

Fund Raising

Alan Galley GSC

Printing, Publications and Translation

Isabelle McMartin GSC

Natasha Wodicka GSC

Publicity

Katherine Venance GSC

Special and Social Events

Jeanne Percival GSC

Space and Accommodations

David Schneider UO

Technical Services

Danielle Fortin UO

Glenn Milne UO

Exhibits

André Desrochers UO

Field Trips

Alan Galley GSC

Short Courses

Mike Villeneuve GSC

Registration

Pat Hunt GSC

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\* Executive Committee

CU, Carleton University

GSC, Geological Survey of Canada

UO, University of Ottawa

## B) Report to GAC Council on April 1<sup>st</sup> 2009

## Ottawa 2011 on track with respect to the calendar in the GAC Annual Meeting Guide for Organisers

Ottawa 2011 website is now up and public. It remains a work in progress, but it is ready to be referred to in any external communications relating to Ottawa 2011. The website is not hosted by GAC HQ. It will be linked to the GAC HQ site for abstract submission and registration at the appropriate time.

### Accommodation (technical space and lodgings)

David reported on our renewed, and now robust, relationship with OU Campus Convention Services. After a new tour of facilities (Hanmer, Fowler, Schneider with H  l  ne Labelle, head of Convention Services), we have confirmed reservation for space in the University Centre, Morrisset and Monpetit buildings in the campus core (see appendix).

- 12 rooms for concurrent sessions
- Marion or Alumni auditorium for larger sessions (e.g. plenary, presidential address)
- Flex space for short courses, meeting rooms, operational HQ
- Exhibit (Promenade) and poster (Terminus) areas
- Cafeteria and Courtyard/Patio
- Tabaret Chapel room for banquets
- University residence (250-300 people) - conventional and suite options

## Finance

Co-Chair André Lalonde met with OU V.P. Resources Victor Simon who is very supportive and welcomes the GAC-MAC meeting to the campus. Simple quotes of space tariffs represent short term rates for single rooms. They can therefore appear to be quite high. V.P. Simon is prepared to look at economies of scale and charge us rates that are compatible with those of recent campus-based GAC-MAC meetings. This only relates to Meeting space; residence charges will be at standard rates as they are contracted and paid by the individual delegates.

Ottawa 2011 Finance Committee has been asked to undertake an analysis of campus-based GAC-MAC meetings over the past 6-7 years and to derive systematic statistics, including *per capita* costs. These data will enable construction of a preliminary financial model, anchored by a projected fee structure.

All subcommittees are asked to provide the Finance Committee with preliminary estimates of costs that may be incurred by their activities that can be included in the preliminary financial model.

In light of the current financial and industry downturn, the preliminary financial model will be constructed independently of potential sponsorship funding. Eventually successful

fund-raising can only improve the model.

All subcommittees are to include the new Ontario 13% HST (Harmonised Sales Tax) as a cost in their calculations.

#### Participation

SEG and CSA have been contacted as potential participants, and feelers have also been put out to SGA. Given the 800+ delegates at the two preceding GAC-MAC meetings in Ottawa, the participation of delegates from these groups could push the "blue-sky" registration projection to ~1250.

#### Technical Program

Letters to GAC and MAC sections and divisions regarding their suggestions for the Technical Program are ready to be sent. Requests for input to the Short Course (Mike) and Field Trip (Alan Galley) programs will be included in, or coordinated with, the letters.

#### Printing/Publications & Translations

LOC is already developing a strategy for the First Notice that we hope to begin crafting in the Fall with an eye on production for January 2010. We are already gathering materials and looking into costs.

A key question is the potential for concrete sponsorship by the GSC.

#### Other ...

Special Events planning is moving forward thanks to Jeanne Percival, who is very experienced in such matters.

On-Site Registration is already under discussion. We will contact previous GAC-MAC LOC members to investigate mechanisms, protocols and prices of sponsorship for registration packages. Quentin Gall has produced a GAC publication on heritage stone in Ottawa and we are looking into the inclusion of the book (at cost) in the registration package

Pessimists(!) have suggested investigating sponsorship of an Ottawa 2011 umbrella for the registration package.

Duly submitted February 29, 2012

Simon Hanmer  
Chair, Ottawa 2011

### **C) Report to GAC Council on September 30<sup>th</sup> 2009**

Don (James) and Mike (Hamilton) ...

Quote: <There are no pressing Ottawa issues from Council's perspective. However, Council might have questions like: Is the LOC fully staffed with volunteers? Is the LOC meeting? Are there preliminary program ideas? Fund raising ideas? Provisional field trips? Requests to GAC for seed money? etc.>

In brief ... and I will add some attachments that give substance

- LOC is fully staffed - all subcommittees are in place and Chairs have recruited volunteers to their subcommittees. In addition, we will have access to an extensive list of folks who have indicated a willingness to participate on the ground as we get closer to the meeting itself.
- LOC has met several times over the past two years (I attach the minutes of our last meeting). We are currently in the process of formulating a preliminary financial model., which will be the subject of our next meeting on October 14th, 2009. Preliminary ideas regarding both the technical program and how Ottawa 2011 might best showcase the societal relevance of geoscience to national government have been formulated and posted on the website (<http://www.gacmacottawa2011.ca/>). Notices have been sent out to Divisions and Sections requesting their input on the technical program, including the field trip program.
- Formal letters of invitation to co-sponsor GAC-MAC Ottawa 2011 have been sent to and favourably received by senior executives of SEG and SGA, who will be placing them before their respective Councils in the coming month. Once they formalise their participation, we look forward to their input on the economic geology side of the technical program, and the Short Course offering.
- Publications Committee is actively planning for the First Circular - for which we will be requesting an advance from GAC very shortly
- Fund-raising has not been at the forefront of our LOC discussions to date, principally because of the market uncertainty. However, the concept of seeking sponsorship for specific aspects of the meeting - as opposed to a contribution to the general coffers - is uppermost in our minds on this front.
- Preliminary ideas on fieldtrips to date - this list is a year old and will be revised shortly with input from Division, Sections and partners:
  - Appalachian Transect
  - Neohazards of Eastern Canada
  - Surficial geology transect across Ontario Diamond Corridor Glaciation in the Appalachians
  - Great Lake History
  - Highlights of Ottawa Geology
  - Sudbury Geology
  - Rodinia Breakup
  - Hydrogeology in urban environments – Oak Ridges Moraine
  - Grenville Geology
  - Geophysical Observatories

We have a firm and formal relationship established with Ottawa University Convention Services. We have inspected premises several times now and have decided on what we need. I think that you will find that the campus is ideally suited to a GAC-MAC meeting; downtown, but with a clearly defined campus feel, and very appropriate clustering of presentation rooms, auditoria, meeting/food/lodging facilities and exhibition space. The university has also offered to charge us no more than the average of recent campus-based GAC-MAC events. In short - they appear to be very pleased to host GAC-MAC 2011.

In summary- I believe that we are well on track. We are following the GAC meetings guidelines very closely - especially the calendar. Please contact me if you need further input from us.

Simon (Hanmer)

## **D) Notes on LOC presentation to GAC Council on October 16<sup>th</sup> 2010**

Gendron Hall, U of Ottawa, Saturday, October 16<sup>th</sup> 2010, 11:00-12:00

LOC: Simon Hanmer., André Lalonde, John Percival, Brian Cousens, Charlie Jefferson.

Preliminary GAC discussion relevant to Ottawa 2011: registering reporters, students and teachers on field trips. Need to formally register them, can be complimentary - can see if can get sponsorship - but in any case a formal paper trail is required for insurance purposes. Don James will update meeting guide to include this policy clarification.

### **1. LOC Introduction to GAC (Simon Hanmer, SH).**

- Core executive for LOC Ottawa 2011 listed above, LOC leadership well in hand. SH wife in ill health, SH has prepared executive so that key people in LOC can step in at any time to carry on should he need to step aside. On track, GAC bible of time lines extremely useful. Copy of final circular on memory stick mocked up. Will be finally edited and printed next week. SH emphasised the quality of the LOC.
- Nature of local flavour: Every science organisation talks about the societal relevance of what they do. Who is listening? Ottawa 2011 has both local geology AND proximity to federal decision makers. Some of the GSC's economically oriented programs are coming to fruition and will be featured. Also on the program: environment, hazards, policy side (Symposium on climate, Special Session on UNCLOS ).
- Not turning Ottawa 2011 into a dog and pony show, still technical meeting.
- Formal agreements for SEG and SGA to be signed as soon as GAC approves funding model.
- Add science-political dimension to meeting by breakfast sessions : Geoscience and Society – Jim Franklin on economic development, and John Clague on hazards. Parliament in recess so not aiming at parliamentarians per se, but at the senior bureaucrats and analysts. Evening lecture on earthquakes – very topical given recent event in Ottawa. John Adams. Peter Bobrowsky (Secretary General of IUGS) will be beating the bushes to get attendees. We will open the doors to the same folks at our various technical sessions.
- Press coverage. Talked to many people and read reports on how to get them. We will take an unorthodox approach to attracting the press, e.g.. strategic invitations to attend a pre-meeting field trip, getting key speakers to contact their own press contacts. In addition, continue energetic normal advertising.

### **2. Finance model and fee structure (Brian Cousens).**

- Signed three contracts with U of Ottawa. First two listed on budget, 16K, 10K, total 28100. Icebreaker and refreshments \$15K. Coffee etc. < \$30K.
- Other events ticketed and self-funding. Will charge a nominal amount for breakfasts.
- Cost of registration bags kept as low as possible. \$11K. T-shirts and financial reward to student volunteers – included in registration budget. Travel for 3 technical speakers and breakfast speakers. Web site well maintained.



- Publications in good shape, First Notice out, Final Notice ready to go. Superb layout editor. Revenue item includes program sales.
- Seed funding in hand, all to be returned: \$30K GAC, \$2K each SEG & SGA:.
- Sponsorships used to reduce expenses: \$14.5K from GSC. SEG and SGA: \$2K each in grants from their foundations to help fund students in some way. Estimated corporate sponsorship \$35K broken down by opportunity = visibility. Sponsorship opportunities include ice breaker, banquet, breakfast meetings, luncheons, field trips.
- Total \$130K expenses.
- Revenue side: Propose lowest possible fee - expect 1000 delegates. Early bird fees: general \$350K, students \$45 (kept at previous level). With that fee structure, expect surplus \$158K. Revenue sharing yields GAC \$70K, MAC \$25K. If assume 70% of ideal, have \$70K surplus. If 1200 delegates, surplus \$212K - net for GAC \$94K.
- Alternative fee structure – early bird fee at \$400 = surplus \$194K if 1000 delegates, GAC gets \$90K.
- Reiterate keep fees as low as possible to encourage registration – more attendees is more effective than higher fees. Expect to reach at least 1000 target due to economically oriented program, great field trips and SEG+SGA participation. Both are advertising the meeting on their websites (after reminder).
- GAC response favourable. \$70K profit for GAC is what they requested. Daniel Lebel encouraged LOC to keep working on building up attendance.
- GAC Council unanimously approved the budget for Ottawa 2011: (moved by Georges Beaudoin, seconded by Kathryn Bethune).

### 3. **Update on relationship with Ottawa U (André Lalonde).**

- U of Ottawa just passed 40,000 student registrations, now 6<sup>th</sup> in Canada
- Campus is discrete from, yet in, Ottawa's downtown area. Being downtown gives added attraction of being close to Byward market with night life, museums etc.
- This is meant to be a campus meeting, and it is – a very strong objective.
  - Had discussions with Senior U of Ottawa management: very enthusiastic. Conference service rates are competitive with the market, but we will get a fair rate compared with other GAC events held on campuses. Now have signed contracts in place.
- Meetings to be held in central core of campus, buildings with large classrooms. So delegates will not have to leave any building to attend sessions.
- All rooms served by standardized podiums with glass top, computer screen, can log onto network, control permanent overhead projector. The identical configuration helps presenters who move around stay organized and operational. System has great track record, facilitates technical services. No trolleys, laptops.
- Delegates will have access to all the university residences, right across street.
- University centre is hub. All cafeterias, stores, boutiques.
- Commercial exhibitors will be in this high-traffic main promenade. Can walk upstairs to access all rooms. Q from GAC: security for exhibitors? Yes, extra security staff will be there. Have previous experience with commercial exhibitors, vendors, etc. Remains open to the public, an extra incentive for exhibitors.
- Posters will be upstairs from exhibitors, right next to student federation bar in the University Centre. Excess space available in corridors.

- Department of Earth Sciences is the smallest in the Science faculty. Ian Clarke has just received the largest grant from Foundation for Innovation (particle accelerator). University abuzz with this and has added focus on geoscience.
4. **Program** (John Percival reviewed details using hand-out)
- Wednesday Opening Ceremony followed by Plenary Session.
  - Estimating 130 posters based on previous meetings
  - Banquet at Museum of Civilization
  - Sponsored thematic breakfasts keep \$20 cost down to \$10 fee.
  - Public lecture on earthquakes will work in safety features of the Museum itself.
  - No posters on Friday – only Wednesday and Thursday (all day)
  - Program ready to go for Final Notice and Web Site.
  - Two short courses – lost MAC short course on petrography but added RPM. Mike Hamilton Question re adding mineral deposits short course – Answer: covered by the technical program. \*\*\*NOTE from GAC: Must be sponsored. Looks like RPM is sponsored by GAC, Karen Johnson will check. Who is sponsoring Thermochemistry? Simon to discuss with Mike Villeneuve and get back to GAC
  - Field trips very attractive and will be a draw for registration. SGA, SEG will sponsor students on field trips.
  - Social events: full gamut including hockey games.

## E) Internal NRCan publicity for the Geoscience and Society breakfasts

### Geoscience and Society at Natural Resources Canada

Did you know that geoscience is about more than geologists bashing on rocks or digging in the dirt? Modern geoscience encompasses many aspects of our planet and people's lives. Within the federal government, Natural Resources Canada (NRCan) is responsible for the provision and stewardship of geoscience, which can provide information and support for the mandates of other government departments.

This year, two of Canada's premier geological associations will hold their joint annual meeting in Ottawa (May 25-27), which will include presentation and public dialogue of the scientific results of numerous NRCan geoscience programs. *Ottawa 2011* will emphasise the societal role of geoscience and its relevance to Canadians, with Symposia that will showcase the geoscience perspectives on the inevitability of climate change, the Ottawa Valley – including its earthquake risk, and mining as a major cog in the Canadian economy.

In addition, there will be Special Sessions focused on the geoscience of groundwater, natural hazards, Arctic landscape evolution, geology and health, mineral deposits and how geoscience can make mineral exploration more effective in Canada, unlocking northern Canada's potential mineral wealth, Canadian Sovereignty (UNCLOS), Canadian study of our neighbours in the Solar System, teaching geoscience in schools, an Atlantic Canada showcase, and hot topics in Canadian geoscience today.

The Symposia and Special Sessions are of potential interest to many federal departments beyond NRCan, ranging from Environment Canada and DFO, via Health Canada and Industry Canada, to the Department of Finance and Treasury Board. In addition, Ottawa 2011 will sponsor two *Geoscience & Society* breakfast talks, specifically aimed at non-expert audiences: "[\*Keeping Canadians safe: How geoscientists help reduce losses from natural disasters\*](#)" and "[\*Geoscience underpinning Canada's economic competitiveness, wealth and development\*](#)".

Details of the *Ottawa 2011* program and how to access the breakfast talks can be found at <http://www.gacmacottawa2011.ca/>. Contact *Ottawa 2011* Co-Chair André Lalonde ([deansci@uottawa.ca](mailto:deansci@uottawa.ca)) for information on how to access the technical sessions.

## **F) Preliminary Media Pointers for Ottawa 2011**

### **SYMPOSIA**

#### **Earth Climate: past, present and future**

- Geological, pre-historical and historical evidence for the inevitability of climate change
- The tools geologists use to track climate change over geological, pre-historical and historical time, from microfossils to cosmic rays

*Constituency: climatology, atmospheric and oceanic sciences, water resources, agriculture and forestry, geological sciences, international development agencies and NGOs, Environment Canada, Parks Canada, Natural Resources Canada, Agriculture Canada, Fisheries and Oceans, National Research Council*

#### **Bonnechère Graben**

- The very long (500+ Ma) history of the valley where we live
- Comparative anatomy and physiology with similar valleys elsewhere on Earth

*Constituency: Earthquake/seismological studies, Ottawa Valley residents, municipalities and authorities, Parks Canada, Natural Resources Canada, Ontario and Quebec governments*

#### **Precambrian Metallogeny: A Canadian Archean and Proterozoic perspective**

- Geoscience as a drive cog in the Canadian economy
- How does geoscience make resource exploration more effective?

*Constituency: Mining sector, economists, banking sector, investment sector, Industry Canada, Department of Finance, Treasury Board, Natural Resources Canada, Provincial and Territorial governments, resource-based communities and residents across Canada*

### **SPECIAL SESSIONS**

#### **Groundwater**

##### **Regional and basin-scale groundwater flow systems**

- Where does our drinking water come from?
- How does geoscience help to better manage our drinking water?
- Especially in southern Ontario ...

*Constituency: Municipalities and residents in southern Ontario – and elsewhere, Ontario government, Environment Canada, Natural Resources Canada, City of Ottawa*

#### **Living in an evolving geological environment**

##### **Living in a naturally hazardous place**

- Sometimes “Nature” is not good for you
- How geoscience can help avoid the avoidable, or at least mitigate the effects

### **Arctic landscape evolution**

- How the Canadian north has changed during recent geological time and its impacts on social adaptation

### **Emerging techniques and issues relating to geology and health**

- Sometimes washing your hands isn’t enough to keep you and your family healthy
- The world is always a bit dirty, and seeking 100% purity is not feasible
- How geoscience can point to issues and contribute to better health outcomes

### **Geo-environmental ore deposit models**

- Tracking and mitigation of environmental mining issues (e.g. drainage)
- New technologies and techniques

### **Environmental geomicrobiology**

- How do microbugs interact with minerals in natural and mining environments?
- What are the beneficial/detrimental environmental implications?

*Constituency: Municipalities and residents across Canada, northern Canadians and their leaders, mining communities and residents, the environmental sector and related NGOs, Environment Canada, Natural Resources Canada, Health Canada, Indian and Northern Affairs Canada, Agriculture Canada, Fisheries and Oceans, consulting community*

### **Geoscience and resource exploration ... mostly minerals**

#### **Kimberlites, cratons, diamonds and lithosphere evolution**

- The elusive, fickle diamond: how geoscience helps to lift the veil of mystery surrounding how they form and survive, and points exploration in the right direction

#### **New methods/technology in detection of hidden mineral deposits**

- How do you find a new mineral deposit when you can’t see it?

#### **Integration of process-based understanding of glacial systems in mineral exploration studies**

- How do you find a new mineral deposit when it’s covered by stuff left behind by glaciers and ice sheets?

#### **Rare elements: mobility and concentration processes**

- Where do those weird elements, some with unpronounceable names, so important to the high tech industry and the green economy, come from?
- How can geoscience make it easier to find more of them?

#### **Alkali porphyry Cu-Au PGE deposits**

- How does geoscience help find the really big deposits, whose long life adds stability to Canada’s economy?
- Emphasis on Canada west of the Rockies, with possibilities for central Canada

### **Genesis of uranium deposits**

- Where do we find more uranium deposits to maintain Canada's position as a global supplier?
- How do they form, and are they "safe"?
- How can geoscience make it easier to find more of them?

### **Economic potential of northern Canadian sedimentary basins**

- Supporting zinc, lead, oil and gas exploration in the Canadian Arctic

### **Geology and mineral resources in Canada's North**

- How geoscience is helping to unlock the economic potential of northern Canada

### **From experimentalist to explorer: a special session honouring Steven D. Scott**

- Honouring the work of one of Canada's leading economic geologists who opened the world's eyes to the geological origins of base and precious metals and how they are forming today on the sea floor

*Constituency: Mining sector, economists, banking sector, investment sector, Industry Canada, Department of Finance, Treasury Board, Natural Resources Canada, Provincial and Territorial governments, resource-based communities and residents across Canada*

### **Geoscience and Canadian sovereignty**

#### **Extended Continental Shelves according to UNCLOS**

- How does geoscience help us determine the true extent of submarine jurisdiction and resource rights in continental shelves?
- How does geoscience help determine Canadian sovereignty in the Arctic?

*Constituency: Canadians in general, PMO, PCO, Department of Foreign Affairs, Department of National Defence, Department of Fisheries and Oceans, northern and maritime Canadians in particular*

### **Geoscience at the cutting edge**

#### **Remote Predictive Mapping**

- How to predict what the geological and resource potential in places you haven't yet set foot in

#### **Planetary geology and geophysics; a Canadian perspective**

- Showcasing Canadian contributions to the global effort to understanding the origins and evolution of our Solar System ... the home we cannot leave

#### **Research Frontiers**

- A window on some of the hot topics in Canadian geoscience today

*Constituency: Resource sector, Territorial governments, northern Canadian communities and residents, science watchers among the general public, educators, Industry Canada, NSERC, Canadian Space Agency*

**Geoscience and kids – mentoring Canada’s future scientific leaders**

**Geoscience education**

- Helping to guide the development of geoscience education curricula across Canada’s elementary and secondary school systems, and bridge the already yawning HQP gap in geoscience

*Constituency: Provincial governments, educators, parents, employers*

**An Atlantic Canada showcase**

**Tectonic history of the Appalachian-Caledonian and related orogens**

- The geological story of how Atlantic Canada was built
- How it links with the geology of Western Europe

*Constituency: Atlantic Canada governments, municipalities and residents, science watchers among the general public*

**FIELD TRIPS** (a selection only – others are clearly related to sessions described above)

**Deglacial history of the Champlain Sea Basin and implications for urbanisation**

*Constituency: Urban planners, municipalities and residents of Ontario, Quebec and New England*

**Geological highlights of the National Capital Region**

- Self explanatory

**Ottawa’s building and monumental stones**

- Self explanatory

**Carbonatites, alkalic rocks and astroblemes in the Outaouais**

- These curious rocks have fascinated Dr. Don Hogarth for more than 50 years. Don’s infectious passion for geology has inspired generations of students and rockhounds in the Ottawa region....

*Constituency: Local municipalities and residents, National Capital Commission, Ottawa tourism sector, mineral collector (rock hounds), “Human Interest”*