



## Report on Our Third

# 3D Stereoscopic Weekend

April 30/May 1, 2005—Sheraton Hotel, Cleveland Airport OH



Our third NSA Regional Meeting in Cleveland was a mixed success. In terms of attendance we were about 20 people short this year. Even though the attendees enjoyed the activities, there were problems which are reflected in the feedback forms, summarized below.

The main complain was about the location (airport hotel, parking not free, no choices for restaurants, etc). Also, the projection room had low ceilings, which made it difficult to see the slides, and the temperature control was a problem with the room alternating between cold and hot. Several people said that they do not plan to come back to the same location.

**Keith and Kath Wilson** put down a few thoughts on how to improve this event (page 5). Based on this feedback, we have taken action to make sure the 2006 3D Weekend is one of the best ever (see page 6), starting with a new location (Embassy Suites at Rockside Road).

On behalf of **John Waldsmith** and myself, a big THANK YOU to everyone who contributed to this year's 3D Weekend! They say a picture is worth a thousand words. Enjoy this collection of pictures from the Stereoscopic Weekend, courtesy of **Joe Hamblin**.

*George Themelis*

### Feedback Form Summary

(1: Unsatisfactory, 5: Excellent)

Location	2.2
Facilities	3.2
Presentations	4.6
Slide Projection	4.9
Exhibits	4.5
Auction	4.6
Trade Show	4.3
Likely to come again	4.2

### Results of Open Projection/Competition

#### First Place—OSPS Medal:

“Gaelic Racer”, Barb Gauche

#### Second Place—OSPS Medal:

“Columbine 42”, Dennis Hanser

#### Third Place—OSPS Medal:

“The Falls”, Joe Hamblin

#### Honorable Mentions—HM Ribbon:

“Regent’s Park”, Bill Moll

“Birds”, Francis Viscosi

“Lookers”, John A. Stuart

“Smile”, George Themelis

“Olympic Arch”, George Themelis

### **3D STEREOSCOPIC WEEKEND Summary of Activities**

#### *Saturday April 30*

#### **Programs & Exhibits**

**9:00** Welcome & Opening remarks

**9:10** Cleveland Rocks! **Debbie Motley**

**9:20** What do I Photograph, **Chuck Weiss**

**10:00** Break

**10:10** Highlights of Ireland, **Barbara Gauche**

**10:40** SLR Slide Bar close-ups, **Joe Hohmann**

**11:00** Open Projector/Voting

**12:00 - 1:30** Lunch Break

Wind-Tunnels & Rocket Labs of NASA,  
**1:30 Jay Horowitz**

**2:15** Results of Open Projector

**2:45** Erie Canal NY, **David MacDonald**

**3:15** Tour de Georgia, **Bill Moll**

**3:45** Athens 2004 Olympics, **Geo Themelis**

**4:30** PSA Stereo Sequence, **Lee Pratt**

**7:30 pm: Stereoscopic Auction**

**Sunday May 1st - Trade Show**

**Tuesday May 3rd - OSPS Meeting**



*Left: The Sheraton Hotel projection room on Saturday morning.*



*Bottom Left: John Waldsmith with his mother Lois. John was in charge of the Auction on Saturday and the Trade Show on Sunday.*

*Bottom Right: George Themelis next to his exhibit on the Olympic Games. George was in charge of the projection on Saturday.*

*(more pictures on page 4)*



From left to right, top to bottom: 1) **Keith and Kath Wilson** enjoy a cup of coffee (not only for wimps from the UK!) with **Ron Fross**. 2) **Dennis and Susan Hanser** chat with **Barb Gauche** before the programs on Saturday. 3) **Barb Gauche** with **George Themelis** at the Trade Show, holding Barb's OSPS Medal (detail seen below) for her First Place award in our Open Projection/Competition. 4) **Jay Horowitz** with NASA's digital projectors. 5) **Joe Hamblin** receives the OSPS medal for his 3rd place win in our Open Projection/Competition on Saturday afternoon. Joe took also all the pictures shown here as our official event photographer, except of course for this one. The awards were presented by OSPS's past President, **Dennis Petti**. 6) **Bill Battishill** enjoys our Stereo Print display. 6) **Dr. Monte Ramstad** with his digital twin camera setup. 7) **Bill Moll** narrating his program "Tour de Georgia". **Paul Gauche**, **Steve Kiesling**, and **Debbie Motley** are in the back. Steve, Paul and Barb were a great help setting up the stereo projection on Saturday morning. 8) **Jim Rudick** in front of his twin digital monitor display. 9) **Bill Moll**, **Monte Ramstad** and **Keith Wilson** pose for our photographer during a break on Saturday.

# 3D Stereoscopic Weekend - Suggestions for Improvement

By Keith & Kath Wilson, [k Keith3d@tiscali.co.uk](mailto:k Keith3d@tiscali.co.uk)

As always, we had a wonderful time and returned home with suitcases stuffed with goodies bought at the auction and the trade show. You can be sure that we are definitely planning to come back next year!

However, we are a little concerned that this year's event seemed to generate rather less excitement than the previous two. Our main worry is that, should this trend continue, visitor numbers may fall, with the ultimate result that the weekends will cease, robbing us of the excuse for our annual visit to Cleveland!

With this in mind, we have a few suggestions.

## Location

We're sure you've heard enough comments already about this year's venue, so we'll just tell you what we, as very out-of-town visitors, would most like from the future location:

- easy to find and drive to (NOT downtown, for example!)
- unrestricted free car parking
- good selection of restaurants and shops very close by
- good room rates with, if possible, conference rate available for additional nights

## Program

We believe that an interesting program underpins the whole event, but we also believe that this is not the same thing as a packed program! Speaking for ourselves, we would rather see a smaller number of presentations of guaranteed excellent quality.

We suggest that the search for presentations should start straight away, probably with emails or phone calls to likely victims (sorry, I meant presenters, of course!).

It would be good if a firm program could be put together no later than, say, September, as this would allow ample time for it to be publicized. We realize that there might have to be last minute changes but, hopefully, these could be kept to a minimum.

With regard to the presentations themselves, we'd like to suggest that

these be vetted in advance, unless you are sure that the presenters have a proven track record in producing good stereo shows. This year and last, many mounting errors were on view, and there's no doubt that these do tend to detract from the enjoyment of the presentation!

There might also be some merit in varying the type of presentation. Travelogues and the like are interesting, but what about some practical information? Most of the people who attend seem to be stereo shooters or collectors. Why not have Monte Ramstad give us ten minutes on the latest developments in digital stereo, and John Waldsmith ten minutes on the best way to index and store stereo cards?

Provided that these presentations were kept short, they shouldn't offend even those in the audience who are not particularly interested in the topics under discussion. They would also make a great break from end-to-end stereo projection sessions which, even for the most enthusiastic of us, can be a little tiring.

## Timing

The overall timing of the program might also merit some attention. It would be nice to have a short break mid morning for coffee (or are coffee breaks only for wimps from the UK?), and to keep the 90-minute lunch break, as this year.

We suggest that the afternoon session should end at 4:30pm, rather than 5:00pm, and that the auction should start at 7:30pm, with viewing from 6:30pm, so that we have a chance to eat dinner without missing part of the program! If the result is one fewer presentation in the program, we don't think that this really matters – as we said earlier, for us, quality wins out over quantity every time!

## Auction

When it comes to the auction itself, there's very little to say, as it's just about as good as it could be! One thing we would like, however, is for the auction catalog to be included in the delegate pack, even if it means increasing the registration fee by a couple of dollars.

We heard a number of people commenting about this, and we think it would

make the auction even more successful. We believe that most people would look through the catalog if they had it, and if something caught their eye, they would go along, even if they hadn't previously intended to do so.

## Trade Show

The trade sale was also excellent, but it would be nice to see a bigger mix of vendors. We'd particularly like to see some of the well-known names like Dalia Miller and Jon Golden. Perhaps if they were told about efforts to attract more visitors to the event, they might be persuaded to come along.

## Monday Event

Although we've never attended a Monday event, Kath and I both think that it's important that one should be provided. As you know, we like to do our own thing to a certain extent, but we're sure that a lot of out-of-town visitors (like Tom Heckhaus, for example) would prefer to have something pre-arranged.

There must be a huge number of options, but one that comes to mind for us is to charter Lolly the Trolley for a tour of Cleveland. As it's a charter, it seems likely that arrangements could be made for Lolly to stop for all of the best photo opportunities! I would think that even some of your local members might be interested since, in our experience, surprisingly few people ever get around to photographing their own city.

## Promotion

All of the effort spent on putting together a great program is, of course, wasted if only a few people turn up for the weekend, so it seems to us that some extra promotion might be useful.

Our first suggestion is to identify what's being promoted. We like the OSPS weekends, for example, because they're very friendly, and they're small enough to be relaxing rather than taxing. From our point of view, therefore, the promotional message might be something along the lines of "Come to the OSPS Stereo event for a pleasurable,

(Continued on page 6)

(Continued from page 5)

laxing and informative long weekend of stereoscopy in the company of like-minded enthusiasts."

That needs a bit of work, I agree, but the point is that it's important to identify what's special and appealing about your event, and to give people a reason to come to Ohio as well as or instead of going to the main NSA annual meeting.

Next, the promotion itself. We suggest that this should start with an announcement around September, so that people have plenty of time to reserve the dates in their diaries. It would be good if the announcement could include details of a strong program, so as to generate immediate interest.

The announcement could be made electronically on the usual 3D mailing lists, with links to a website with further details. We would like to suggest that these details include information about other things to do in and around Cleveland, such as visits to the Zoo, the Botanical Gardens, Amish Country, etc. Anyone who has never visited Cleveland before may well be curious about the area, and information about lots of things to do may be enough to convince them that the trip will be worthwhile.

Since not everyone has email access, we also suggest that the weekend be announced in print. A small advertisement in the NSA journal would be good and, in fact, we think you have probably done this in the past.

We suggest that all of these announcements be followed up by reminders at regular intervals. We suspect that many people are like us and will decide to do something quite early on, but not actually take any action until they've had lots of reminders!

We hope that at least a few of our suggestions are useful, and we'd be happy to discuss any of them further, if you think that this would be worthwhile.

Please don't take any of our comments as criticism or complaint. You guys do a great job year after year, we always have a great time, and we really do appreciate your efforts. We just want to make sure that the best gets better and better!

*Kath & Keith Wilson*

## Getting Ready for our Fourth 3D Stereoscopic Weekend May 6-7, 2006—NEW: Embassy Suites, Independence OH

Armed with 3 years of experience in organizing this event and having in mind your feedback, I have seen it personally that our 4th 3D Stereoscopic Weekend is the most successful so far. In that respect we have:

- **Set Date:** **May 6-7, 2006** (plan ahead!) Our stereoscopic weekend is always the first weekend in May, and one week before Mother's Day. This is the first year that the 3D Weekend is after our May meeting. One advantage of this is that we can show our best work for 2005-2006 as a program in the 3D Weekend.
- **New Location:** We have already signed a contract with **Embassy Suites at Rockside** (in Independence OH, very close to the AAA the OSPS meeting place). There are several advantages of this location (see below). Some of the most successful NSA Conventions have been held in Embassy Suite hotels. I am personally very excited about this choice. The projection room is huge, the hotel amenities are great, and the location is the best we've ever had.

With the date and location set, we have plenty of time to organize and promote this event. We are now working on the programs and we should have most of the program set by September. I have taken a few stereo pictures around our new location and have prepared a set of title slides. I plan to show this promotion program in

our June meeting and later in the Detroit Stereo Club, NSA, PSA and any opportunity I can get.

**John Waldsmith** is working to make the Auction and Trade Show as successful as possible. The Auction will start 1/2 hour later and the Trade Show 1/2 hour earlier, to better accommodate people's schedules. We are working to get more dealers to sign up next year. This is tied to general attendance. The more people attend, the more incentive large stereo dealers will have to come, and the more dealers come, the more people will attend. We are working on both fronts. We are expecting a minimum of 100 people attending, with an aim of 125-150.

OSPS members can help in a number of ways. We need people to:

- Set up the room on Saturday morning
- Help with registrations on Saturday.
- Help with the Trade Show on Sunday
- Man an OSPS Table to promote the club on Sunday (no selling by individuals in this Table).
- Be in charge of Exhibits on Saturday.
- Organize a special event on Monday.

Let's work together to make the 2006 Stereoscopic Weekend a success!

*George Themelis*



### **Benefits of the New Location:**

- Complimentary Full Cooked to Order **Breakfast** served each morning.
- Complimentary Evening Manager's **Reception** with cocktails, soda and dry snacks.
- High Speed **Internet** in all guest suites.
- Airport **Shuttle** Service.
- Complimentary Hotel **Parking**.
- **Large Projection room** (sits over 250 people) w/high ceilings
- Large **variety** of restaurants and things to see/do within walking/driving distance.