

Catering:

Drink - this will depend strongly on weather! We used about 3.5 half barrel kegs (said to be 16 gal.) of beer with 165 people. We would have used more if the weather had been hotter or if the beer had been available for more of the time (e.g. lack of a second tap meant that there was none at the camp during the contra dance). We also used 18 cases of soda (including 8 cases of mineral water), 25 gal. of lemonade and 5 gal of hot tea in addition to what was consumed during meals.

Food - people will eat more than you think. They will complain if you stint and adequate supplies don't add too much to the cost. On-time meals make an enormous difference. Full time help makes an enormous difference and is well worth paying for!

Fruit - we got through about 2.75 cases of apples (about 100 lb) over the weekend, in addition to the fruit with the meals.

Snacks - something on Friday night with left overs available through the weekend proved to be appreciated and was quite cheap.

Finance:

Budget - prepare one! It can be quite realistic given the documentation now available. Make sure that you separate number dependent things from fixed charges so that you can see what is going on as numbers change.

Quantities - don't be optimistic with things such as T shirts and encourage early registration with discounts/surcharges since you can encounter substantial expenses for guessing (\$75 to cancel a bus for example). Be careful about drinks, weather will make a huge difference.

Registration:

Changes - make sure that all changes, money collected and money disbursed are documented. Devise forms and train people to use them. If it is all in a computer, make sure that you have an operator with no other commitments for most of the Ale!

Deadline - set it far enough before the Ale to ensure that you can buy/book number dependent things (buses, T shirts, ...)

Mailing - get the registration out early so that people have a chance to reply. Ours was delayed and people don't take a deadline seriously if they don't get the mailing early. Teams need at least two weeks from receiving the mailing to reply.

Surcharge - encourage people to act early by charging more for late payment or registration and refunding less for late cancellation (no charge for direct replacements). \$5 would have been realistic for the 1987 Ale to cover the expenses.

Remarks from the Tours Committee

By most reports, the 40-50 minute bus ride to Madison was at the outer limits of tolerability. We went that way because of the great desirability of the site. We would do the same thing again for the same reason.

People seem to like to have a Mass dance earlier in the day on Saturday. The time at the library mall should have been organized as such. A good rule of thumb: having more than 3-4 teams performing in one place requires some sort of advance planning or formality, less than that and you can wing it just fine. The dancing at library mall was intended to be less concentrated and more informal, but Morris teams tend to congregate when they are in sight of each other.

We explicitly separated the roles of tour guide and gig leader this time. The tour guides are there to see that people get to where and when they are supposed to be, and to carry stuff like First Aid kits. The gig leaders should be experienced Morris dancers; their job is to manage the performance at a given place. With three or four teams and a bit of attention, it is a simple job - but the performances die if nobody is doing it.

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REMARKS FROM THE PUBLICITY COMMITTEE

1. Try to have final dance schedules far enough in advance so that they can be printed on posters (writing it in later takes loads of time) and given in detail to the press (they might be more likely to print it).
2. Putting up posters takes a lot of time - getting permission for store owners etc.; get a number of people involved.
3. Have a short, well designed news release, but don't count on all recipients using it. We got the best coverage in a weekly paper and a quarterly magazine; the morning and evening daily papers ignored our notices.
4. Personal contacts are, as usual, the best route to good publicity.
5. It is worth while calling TV stations at the last minute if prior arrangements have not been made.
6. Word of mouth is still best of all.