

Council of Geographic Names Authorities in the United States (COGNA)
Annual Conference – September 30 – October 4, 2003
Asilomar Conference Grounds, Pacific Grove, California

COGNA 2003 CONFERENCE REPORT

(Final Version 9e; 02/09/04 pveisze@dfg.ca.gov)
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Introduction

The Council of Geographic Names Authorities in the United States (COGNA) is a national, non-profit organization of federal and state geographic names Authorities, Boards, Councils, Committees and Coordinators. COGNA's main goal is to promote standardization of the principles, policies, and procedures for the naming of geographic features within governmental jurisdictions in the United States. Each year, COGNA provides a professional and educational forum where State Names Authorities, federal advisors, international advisors, and interested citizens to present research papers and conduct workshops to diffuse geographic names knowledge.

This Report on the COGNA 2003 annual conference addresses three audiences with an Executive Summary and Program Highlights (for COGNA and its Cooperators), a Financial Report for the COGNA Executive Secretary and a Conference Planning Summary for future Host States. Minutes of meetings held during the Conference and other supporting documents follow in Appendices. The COGNA 2003 Final Database (MS-Access format, under separate cover) integrates the COGNA 2002 mailing list and additions, 2003 registration and attendance statistics, and codes for Conference roles, affiliations, and referral sources.

Conference Executive Summary

California was honored to host the Council of Geographic Names Authorities in the United States (COGNA) annual conference from Tuesday, September 30 through Saturday, October 4, at the Asilomar Conference Grounds in Pacific Grove, Monterey County, California. The *Conference Goal* was to effect a joining of names communities: those of land, the Domestic Names Committee of the United States Board on Geographic Names (USBGN), and those of sea, the Advisory Committee on Undersea Features of the USBGN Foreign Names Committee. The State of California Executive Sponsor of the Conference was the California Resources Agency (CRA). The CRA California Advisory Committee on Geographic Names (CACGN), the State Names Authority of California, and Cooperators comprised the 11-member Conference Organizing Committee.

The Monterey region was chosen for its joining of land and sea, for its important role in State history, and for the close proximity of internationally-acclaimed academic, marine research, and government institutions. The 2003 Program (Appendix A) delivered 29 events, including official meetings of California state and federal names authorities, toponymic sessions (technical papers), a State – Federal Roundtable discussion on names policies and issues, the COGNA Business Meeting, and local events and tours--all continuing a 26-year tradition of this unique forum on place names and their pivotal role in today's information society.

The Conference drew 90 attendees, with 85 (73 paying) registrants representing 13 states, 11 federal agencies, 2 foreign countries, and 5 exhibitors. These levels of participation, in a climate of intense fiscal and political uncertainty, exemplified individual and institutional commitments to geographic names work for the benefit of national and international communities.

The COGNA 2003 Program Structure was designed by the COGNA Executive Committee (see Appendices) with the CACGN as California hosts providing the Program Content. CACGN staffing was provided by the California Resources Agency Departments of Conservation, Fish and Game, Forestry and Fire Protection, Parks and Recreation, and Water Resources (as CACGN voting members) and by Cooperators from the USDA Forest Service, USDI Bureau of Land Management, MapLink Incorporated, and the U.S. Geological Survey (as non-voting, advisory members).

COGNA 2003 Conference revenues totaled \$14,709 of which \$10,819 was generated through Bank of America "E-Store" web-based commerce. Total expenses were \$11,021. The California Biodiversity Council, the California Department of Water Resources, the Monterey Bay Aquarium, and the National Park Service were among the financial and in-kind contributors to the Conference. The 2003 Conference checking account closing balance of \$3,688 plus a \$480 Asilomar deposit reimbursement were applied to a \$2,500 advance that COGNA had provided to the Organizing Committee for facility reservations and checking account opening deposits. The COGNA 2003 Organizing Committee returned a net balance of \$1,668 to the COGNA Executive Secretary for deposit to the COGNA permanent account.

Conference outcomes are evaluated with reference to the COGNA Conference Duties and Responsibilities document at the end of the Conference Planning Summary.

Conference Program Highlights (Conference materials, Appendices A and B)

The COGNA 2003 annual Conference opened with a meeting of the *California Advisory Committee on Geographic Names* (CACGN). Four names were recommended for approval by the US Board on Geographic Names (USBGN), 2 names were recommended for disapproval, and 2 names were deferred until the next Committee meeting so that additional information could be gathered. CACGN Minutes are in Appendix C.

At the close of Day 1, participants joined State Park Ranger Roxanne Jacobus on an *Asilomar Ramble*, a walking tour of Asilomar architecture and ecology. Personal accounts of our venue's unique place in the social and natural history of California complimented the serene atmosphere of *Asilomar*, a refuge-by-the-sea. That evening, at our *Welcoming Reception*, the CACGN's Jim Spero provided ambiance on jazz guitar and Jane Messenger of Rolla, Missouri made a surprise presentation of a beautiful wooden map of California to the Conference hosts. Details are in the Conference Planning Summary and in Appendix A.

On Conference Day 2, introductions and opening remarks were provided by Paul Veisze, COGNA 2003 Chair, and Wayne Furr, COGNA Executive Secretary. *Welcoming and Keynote Addresses* were made by John Ellison, Agency Information Officer of the California Resources Agency and by Don Cooke, Founder, Geographic Data Technology, Incorporated, respectively. *Toponymic Session I* followed with four technical papers on coastal and undersea names and issues. At the *Domestic Names Committee* meeting of the USBGN, 17

new names and name changes were approved for official use, 5 names were disapproved, and 1 name was deferred (Minutes, Appendix D). Five *Exhibitors* from a range of business, academic and government institutions offered displays and had representatives present throughout the event.

A *State - Federal Roundtable* began Day 3 with a focus on USBGN draft policy revisions (Minutes, Appendix E). *Toponymic Session II* papers dealt with historical names topics as well as current issues in wilderness names policies and place name politicization. The day's formal sessions ended with the *COGNA Business Meeting* (Minutes, Appendix F). That evening, Mr. Rudy Rosales of the Esselen Nation presented a genealogy and history of Native American culture in the Monterey region at the *Asilomar Banquet*. Captain Albert E. Theberge, NOAA Corps, retired, delivered a history of California undersea names at our *Monterey Bay Aquarium Reception*. The banquet and reception events were each attended by approximately 65 participants.

On Conference Day 4, technical and academic papers focused on geographic names and their ontologies and digital gazetteers and their commercial software applications. State- and federal-level program presentations also highlighted GNIS support needs and interagency collaboration for geospatial data dissemination, respectively.

On Saturday, October 4, the Conference culminated with a *Toponymic Tour* of 'Steinbeck Country' from Asilomar to Salinas, Carmel, and Point Lobos. Hosted by local experts in literature, art, viticulture, and natural history, the Tour provided participants a diversity of learning experiences in some of the most beautiful settings in the Monterey region (Tour Map and Notes, Appendix G). The Tour is a vital element and has a long tradition in the Conference, one that fosters career-long professional relationships in the diverse names community and lasting impressions of special people, places, and their names.

The Executive Summary and Highlights were compiled by Paul Veisze, COGNA 2003 Chair.

COGNA 2003 Financial Report

COGNA 2003 Conference revenues totaled \$14,709.00. Of this, \$10,819.00 was generated through Bank of America "E-Store" web-based commerce. Conference funding included a \$1,200 cash donation from the National Park Service, a \$1,400 discount for Monterey Bay Aquarium facility rental, and various donations from Members and Cooperators.

The Conference Committee (Committee) expended \$11,020.91 in checks, withdrawals and fees, leaving a final balance of \$3,688.09 at the end of the year. The E-Store capability streamlined the registration process and cost \$595.96, which is about 5.4% of the funds processed electronically.

The account was closed and a cashier's check in the amount of \$3,688.09 was prepared on January 2, 2004 for delivery to COGNA. This amount is a full reimbursement of \$2,500 COGNA had advanced the 2003 Organizing Committee plus an additional amount of \$1,188.08. In addition, the Asilomar Conference Grounds refunded \$480.17 to COGNA (due to excess in deposits for facilities and services). Due to closure of the COGNA 2003 Conference checking account, this refund was sent directly to the COGNA Executive Secretary in Norman, Oklahoma at the end of January.

COGNA 2003 Expenses

Cash Payments and Fees			
Check #	Date	Purpose	Amount
	4/27/2003	Check printing	\$ 32.43
100	4/28/2003	Discovery Bus Deposit	\$ 100.00
1001	6/27/2003	Office Max (Office Supplies)	\$ 40.87
1002	7/3/2003	Postage	\$ 196.60
1003	6/27/2003	Copying	\$ 232.74
1004	8/11/2003	Monterey Bay Aquarium (outer bay wing rental deposit)	\$ 2,450.00
1005	9/3/2003	Discovery Bus Deposit (aquarium)	\$ 100.00
1006	9/16/2003	Monterey Bay Aquarium (80% cost est.)	\$ 2,018.58
1007	9/18/2003	Asilomar Conference Center	\$ 1,600.00
1008	9/25/2003	Discovery Bus (final payment)	\$ 939.77
	10/6/2003	National Steinbeck Center (check card purchase)	\$ 328.00
	10/6/2003	Chateau Julien (check card purchase)	\$ 368.94
1009	10/14/2003	Jean Ann Carroll (Conf. Supplies - Reimbursement)	\$ 351.50
1010	10/14/2003	Jean Ann Carroll (Conf. Supplies - Reimbursement)	\$ 127.81
1011	10/15/2003	Carmel Mission (check card purchase)	\$ 123.00
	10/15/2003	University Art Center (Conf Supplies: check card purchase)	\$ 116.53
	11/19/2003	Fog Mountain Candy Company (check card purchase)	\$ 125.72
	11/28/2003	Alhambra Mail (check card purchase)	\$ 20.00
1012	12/8/2003	Jim Trumbly (Conf. Supplies - Reimbursement)	\$ 162.94
1013	12/9/2003	Jeffery Owyang (Conf. Supplies - Reimbursement)	\$ 150.00
1014	12/10/2003	Monterey Bay Aquarium (Final Payment)	\$ 540.52
1015	12/11/2003	Jim Spero (Travel Reimbursement)	\$ 100.00
1016	12/12/2003	Jim Spero (Music)	\$ 50.00
	Various	Service Charges	\$ 42.00
	Various	E-Store fees and setup	\$ 702.96
Total Payments			<u>\$ 11,020.91</u>
Cashier's Check*	1/2/2004	Repay COGNA	\$ 2,500.00
Cashier's Check*	1/2/2004	Excess to COGNA	\$ 1,188.09
*Bank of America No. 407422661 in the Total Amount of			\$ 3,688.09

COGNA 2003 Checking Account Activity

January	Balance	\$ 3,688.09
	1/2/04	
	Deposits and Credits	\$ -
	Checks, Withdrawals, Fees	\$ (162.94)
	Ending Balance 12/22	\$ 3,851.03
December	Balance	\$ 4,723.55
	11/27	
	Deposits and Credits	\$ -
	Checks, Withdrawals, Fees	\$ (872.52)
	Ending Balance 12/22	\$ 3,851.03
November	Balance	\$ 4,900.96
	10/31	
	Deposits and Credits	\$ -
	Checks, Withdrawals, Fees	\$ (177.41)
	Ending Balance	\$ 4,723.55
October	Balance	\$ 6,581.56
	9/30	
	Deposits and Credits	\$ 1,844.00
	Checks, Withdrawals, Fees	\$ (3,524.60)
	Ending Balance	\$ 4,900.96
September	Balance	\$ 5,626.32
	8/29	
	Deposits and Credits	\$ 3,695.00
	Checks, Withdrawals, Fees	\$ (2,739.76)
	Ending Balance	\$ 6,581.56
August	Balance	\$ 5,291.47
	7/31	
	Deposits and Credits	\$ 2,905.00
	Checks, Withdrawals, Fees	\$ (2,570.15)
	Ending Balance	\$ 5,626.32
July	Balance	\$ 1,322.47
	6/28	
	Deposits and Credits	\$ 4,765.00
	Checks, Withdrawals, Fees	\$ (796.00)
	Ending Balance	\$ 5,291.47
June	Balance	\$ 157.57
	5/30	
	Deposits and Credits	\$ 1,200.00
	Checks, Withdrawals, Fees	\$ (35.10)
	Ending Balance	\$ 1,322.47
May	Balance	\$ 200.00
	4/30	
	Deposits and Credits	\$ 100.00
	Checks, Withdrawals, Fees	\$ (142.43)
	Ending Balance	\$ 157.57
April	Balance	\$ -
	3/30	
	Deposits and Credits	\$ 200.00
	Checks, Withdrawals, Fees	\$ -
	Ending Balance	\$ 200.00
Total	Deposits and Credits	<u>\$ 14,709.00</u>
	Checks, Withdrawals, Fees	<u>\$(11,020.91)</u>
Final Balance on		<u>\$ 3,688.09</u>
12/22/03		

COGNA 2003 E-Stores Activity (online registration and donations)

<u>OnLine E-Store Deposits</u>	<u>Amount</u>
<u>Month</u>	
Nov	\$ -
Oct	\$ 689.00
Sep	\$ 2,575.00
Aug	\$ 2,695.00
Jul	\$ 3,845.00
Jun	\$ 1,015.00
Total OnLine Deposits	<u>\$10,819.00</u>
<u>E-Store Fees</u>	<u>Amount</u>
<u>Month</u>	
Nov	\$51.69
Oct	\$90.24
Sep	\$84.99
Aug	\$120.15
Jul	\$223.79
Jun	\$25.10
Total E-Store Fees	<u>\$595.96</u>

The Conference Financial Report was submitted by James Spero, COGNA 2003 Treasurer.

COGNA 2003 Conference Planning Summary

Planning Time Line

COGNA 2000, St. Louis, Missouri – The COGNA Executive Committee invites California to host in 2003

COGNA 2001, Boise, Idaho -- California accepts the invitation to host in 2003, pending Executive Agency approval

COGNA 2002, Baltimore, Maryland – California Resources Agency approval obtained; Participants invited to COGNA 2003; CACGN and COGNA Executive Committee correspondence begins

September 2002 – Conference Chair's Agency informed of COGNA 2003 Event; Asilomar Conference Grounds selected and reserved as Conference site; Conference theme set to "land and sea"; Monterey Bay Aquarium facility reserved for Reception event; CACGN Subcommittees formed: VIP recruitment, facilities, agenda, transportation, audio-visual, and optional events; Monthly meetings begin, eProject web site initiated, CACGN State Names web site development begins: www.cacgn.ca.gov

November 2002 – COGNA 2002 mailing list / MS-Access database received

December 2002 – "Save the Date" for COGNA 2003 postcard mailed to COGNA list

January 2003 – Asilomar contract finalized; Lodging options negotiation begins; past Conference fees researched; first draft of Conference Program and Fees

February – Preliminary Conference Program and Fee Structure emailed to COGNA Executive Committee for approval; VIP recruitment begins for Welcoming and Keynote

March – Toponymic Tour planning; Tour Bus reservations and deposits

April – Conference checking account opened with an anonymous \$200 donation; Correspondence begins with federal agencies and Monterey Aquarium for Conference funding contributions; Conference Chair and Registrar do Asilomar 'walk-thru' (see map, Appendix H) COGNA 2003 Conference web page development begins: www.cacgn.ca.gov/cogna2003.html

May – Conference Preliminary Agenda approved, fees finalized; Conference private mail box opened; Bank of America Merchant Services "E-Stores" account opened for online Conference Registration and payments; Letters of Support for CACGN hosting COGNA 2003 received from California Resources Agency and USGS; COGNA main web site developed: www.cogna50usa.org

June – Conference Preliminary Program emailed to COGNA list; Aquarium guest speaker recruited

July – Conference Preliminary Program hardcopy mailed to COGNA list; Conference promoted at a major GIS convention in San Diego; ESRI (major GIS software company) solicited as COGNA Exhibitor and Presenter; Keynote Speaker Don Cooke, GDT recruited; Banquet Guest Speaker Rudy Rosales, Esselen Nation recruited; Conference financial break-even analysis begins; Toponymic Tour map developed

August – Conference invitation emailed to Coastal Zone Foundation list (160 addressees); Aquarium Reception arrangements and fees finalized; ESRI Exhibitor registration confirmed; Audio-Visual equipment requirements documented

September 2 – Intensified recruiting for speakers to fill Agenda slots; Letter of Appreciation from COGNA to California Resources Agency

September 11 – State of California Governor's Office and State Information Officer informed of COGNA 2003

September 18 – Local promotional activities for Aquarium Reception; Monterey County Convention & Visitors Bureau materials ordered for registration packets

September 24 - 28 – Conference Chair Letter to Participants; Conference Program finalized and printed; Fog Mountain Candy Company donation delivered; Audio-Visual equipment finalized; Travel to Conference Site

September 29 – Conference Registration Packets assembled; facility arrangements finalized

September 30 – October 4 – **The COGNA 2003 Conference** (Program, Appendix A)

October 5 – Asilomar Conference Grounds contract closed; reimbursement for excess deposits finalized with Conference Chair, CACGN Conference Registrar and Asilomar Coordinator

October 9 – Conference Organizing Committee debriefing; Subcommittee reporting assignments issued.

November – “California wooden map” (Gift of Jane Messenger, Rolla, Missouri) presented to California Secretary for Resources Mary D. Nichols

December 2003 – Conference Registration and Lodging reporting continues; private mailbox closed; E-Stores account closed

January 2004 – Conference checking account closed; Cashier's check prepared; Asilomar deposit refund re-directed to COGNA Executive Secretary

February – COGNA 2003 Conference Report and Final Database completed and transmitted to the COGNA Executive Committee and to the Florida State Board on Geographic Names, COGNA 2004 Hosts, October 19 – 23, Radisson River Walk Hotel, Jacksonville, Florida

COGNA 2003 Conference Organizing Committee – CACGN Subcommittee Summaries

Budget and Administration: T. Wayne Furr, COGNA Executive Secretary, advanced \$2500 to the CACGN to fund the booking deposit for the Conference facility and to provide for an opening deposit on the Conference checking account. Paul Veisze, the COGNA 2003 Conference Chair, opened the checking account and added Jim Trumbly and James Spero as co-signers. The Conference Chair also opened the online registration product, Bank of America “E-Stores”, recruited VIP and technical speakers, negotiated facility contracts, and conducted the principal promotional and networking tasks for the Organizing Committee.

Conference Program and Agenda: Dave Wagner of the California Geological Survey, California Department of Conservation, coordinated the Conference Agenda content and presenter recruitment, presenter contact information, and presenter material specifications.

Promotional Activities and Materials: Erin Klaesius, Communications Coordinator for the California Biodiversity Council (CBC), designed the primary conference logo and promotional flyers, compiled the preliminary program layout and local attractions information, and managed all Conference mailings from her version of the COGNA 2003 database. Erin also implemented the CACGN web site (www.cacgn.ca.gov) and the COGNA 2003 Conference web page (www.cacgn.ca.gov/cogna2003.html), and generously shared her network by promoting COGNA 2003 at the CBC’s hosting of the California Watershed Council on July 21, 2003 in Sacramento. Erin left State Service just prior to the Conference to take a graphic design position in a private company. Jeff Owyang, USDI Bureau of Land Management, California State Office, donated two color posters to COGNA 2003 registrants (Appendix B).

Asilomar Conference Grounds Facility: The COGNA 2003 Conference was held at the Asilomar Conference Grounds in Pacific Grove, California. Nestled along the shoreline of California’s famed Monterey Peninsula, Asilomar provided a tranquil oceanfront retreat away from cities, traffic and other distractions. The Conference Grounds are spread out over 107 acres of forest and dunes in a campus layout that includes 30 buildings and 313 guestrooms.

The quiet, rustic setting of Asilomar was conducive to a quality experience: in addition to the absence of televisions and individual telephones in rooms, all Conference meals, which were included in lodging costs, were provided at a centralized dining hall with large tables for group seating, further enhancing the community atmosphere.

The Conference meetings were held in the Fred Farr Forum, a separate Asilomar building with a 2350-square foot main meeting room, fireplace alcove, bathrooms, and a spacious outdoor patio—all in close proximity to many of the lodging rooms. Meeting Room layouts (seating arrangements) were varied throughout the Conference, depending on the type and protocol of the events (see Appendix H).

Conference Registration and Attendance: The Registration and Lodging figures presented below are conservative predictors of future conference attendance, and are followed by actual (sometimes estimated) event attendance. The attendance figures are conservative in terms of the facility capacities required. The attendance figures also differ from registrations in that they represent groupings of attendees, spouses, and guests. The COGNA 2003 Conference Database (COGNA2003_Final.mdb, under separate cover) enables future conference planners to query specific combinations of event registration and attendance other than those presented here.

Conference Registration Statistics: Advance (pre-) registration for COGNA 2003 was available through online payment, or by fax or mail. Sixty-two out of 67 full-paying, pre-registered conferees (93%) chose to register online. The Conference Registration Form details events and fees (Appendix B, Part 1).

Pre-Registration: 67

Final Registration

Paying	
Early Registration (60 days)	41
Regular Registration	25
Exhibitors	5
Speaker, 1-day	1
Student	1
Subtotal	<u>73</u>
Non-Paying	
Presenters (attending Conference)	6
Students (working at Conference)	2
COGNA Emeritus Members	2
Guests of the California Committee	2
Subtotal	<u>12</u>
Total	<u>85</u>

Lodging Registration at Asilomar: The Conference Organizing Committee opted to use Asilomar Conference Grounds services to provide lodging reservations and room assignments. Fees charged were acceptable in view of the lack of Committee resources for time-demanding registration tasks. Considerable COGNA staff time was still required to design a Lodging Reservation Form and to negotiate options for numbers of nights of lodging. The final Lodging Form was sent out by mail and also posted on the Conference web site (www.cacgn.ca.gov) for downloading. Registrants were required to fill out the form offline (including credit card information) and then mail or fax it to Asilomar. Lodging registrations that included spouses and guests not registered for the Conference complicated Asilomar procedures, but owing to careful Committee oversight, the process was successful. Most conferees stayed 3 or 5 nights, with the length of stays ranging from a single night up to 6 nights for members of the hosting committee.

On-site Asilomar Room	58
Off-site Room	9
Local (no overnight stay)	9

Lodging Attendance at Asilomar by Date

09/28	1
09/29	5
09/30	54
10/01	56
10/02	58
10/03	44
10/04	37

COGNA 2003 Conference Attendance

Peak Attendance (estimated)	90
Presenters	29
Spouses and guests	13
Organizing Committee	11
Cooperators	7

Notes: Peak Attendance refers to the maximum number of persons attending any Conference event (each person counted once). While not officially registered for the Conference, spouses and guests of Registrants and Committee Members were considered Attendees at Conference optional events. The Presenters category includes all Agenda Speakers and Tour Hosts. Cooperators are institutions (in addition to the CACGN Cooperator Agencies) directly connected to the Conference event (Visitor Bureau, Tour sites, facilities, etc).

Conference Attendance by Affiliation

State Names Authorities	26
States Represented	13
Federal Agency Representatives	34
Federal Agencies Represented	11
Universities and Colleges	8
Foreign Representatives	2
Students	3
No-Shows and Cancellations	6

Conference Optional Events Registration & Attendance

Event	Registered	Attended
Welcome Reception	not recorded	52 (Est.)
Asilomar Banquet	65	65
Aquarium Reception	67	62
Toponymic Tour	49	49

COGNA 2003 OnLine Registration: This section gives an overview of the COGNA 2003 Conference Registration process from the point of view of the online (Internet-based) computing resources engaged. Comments follow on the parts that needed improvement. Conference Registration was completely separate from the offline Lodging Registration processes described above.

The Conference Organizing Committee (CACGN) elected to launch Internet-based Conference Registration to facilitate event selection and payment by attendees. This 'self-service' concept was driven by the scarcity of available staff, not only for conventional registration processes (fielding phone calls, paper forms, faxes, etc), but also for the savings in staff time that electronic processing made possible, i.e. post-conference financial reporting.

The Bank of America (BoFA) Merchant Services "eStore" product was selected after consideration of online security for credit card transactions, technical support provisions, and business presence in the national community (including future Conference host States). The Conference Chairperson opened the eStore account in person with Ms. Denise Langham, BoFA, Rancho Cordova, California. This personal contact was a vital first step: Ms. Langham waived several startup fees and greatly expedited the online account authorization process. The support of the conveniently-located BoFA Sutter's Fort Branch in Sacramento also contributed to efficient transactions, some of which required in-person exchanges (account signatory documents, mailed-check deposits, etc).

Needs Assessment and Conceptual Design: CACGN aimed for an online system that would record registrant contact information, event selections, and payment options. The recorded information needed to be compatible with off-the-shelf database software. Once enabled, the E- Stores Conference registration process was to automatically deposit payments to the Conference checking account. The required user input was understood to be the design of an online registration form.

Once the online form was enabled on the Internet, Conference Registrants would select from event offerings and payment options, a total payment was automatically computed, and the Registrant was then directed to BofA's online credit card form. The assumption that information captured on the BofA form would be useable for the Conference Registrar was not borne out.

After the initial system configuration failed to capture all of the required information (example: payee may differ from registered name), Jeremy Lockwood of the California Department of Forestry and Fire Protection (CDF) programmed a validation script that parsed required information from the BofA form into an MS-Access database. This standard format enabled the use of existing staff skills to produce Conference mailing lists, confirmation emails, and event tracking. Technical details on implementation of COGNA 2003 online registration are presented in Appendix B, part 4.

The Conference Facility and Registration Report was submitted by Jim Trumbly and the Online Registration Implementation report was submitted by Jeremy Lockwood. Erin Klaesius (California Biodiversity Council), Lisa Hartman (CDF), and Betty Forbes and Bonnie Way (Asilomar) supported COGNA 2003 Conference and Lodging Registration.

Final Program Production: Jean Ann Carroll of the Pacific Southwest Region of the Forest Service designed and procured the Conference totebag and built on initial design and preliminary program content (by Erin Klaesius, CBC) to compile and print the final Conference Program document. After the conference, Ms. Carroll reconciled all web content with Program documents actually distributed, and prepared the final version of speakers' contact information (from Dave Wagner, Agenda Chair). Jean Ann also compiled all Conference photos and captions (from several contributing photographers) and assembled hardcopy of all Conference materials.

Audio-visual: Jean Ann Carroll (US Forest Service) and Bob Chesner of the California Department of Water Resources (DWR) provided a complete audio system with technician, including remote microphones and a portable system for the banquet, and a PC projector for visual presentations. The Forest Service also provided a computer projector with remote control for powerpoint presentations, a laptop computer, laptop speakers, a slide projector, and an overhead projector (which was not used). The Intermountain Region of the Forest Service produced multiple sets of large-format COGNA 2003 banners signs which decorated the Fred Farr Forum, the Conference main meeting room.

Transportation: Bob Chesner (DWR) compiled travel information for dissemination on the CACGN web site, assisted coordination of bus transportation for the Aquarium Reception and for the Toponymic Tour, and was instrumental in obtaining the in-kind contribution of DWR audio-visual equipment and services (described above).

Student Assistants: Dave Wagner recruited two paid student assistants from the California Geological Survey to support onsite COGNA 2003 registration.

Volunteer Help: Jean Ann Carroll enlisted the help of Forest Service graphic designers and printing specialists. Jeff Owyang recruited May Wakabayashi, USDI BLM graphic designer, and solicited Monterey County Convention and Visitors Bureau materials. Paul Veisze recruited one volunteer assistant from the Monterey Bureau.

Conference Grounds Tour: At the close of Conference Day 1, participants joined State Park Ranger Roxanne Jacobus on an *Asilomar Ramble*, a walking tour of Asilomar architecture and ecology. Roxanne gave colorful, personal accounts of Mary Sroufe Merrill, Asilomar's first director, and Julia Morgan, its first architect as they created Asilomar not only as a place but as an event in the history of the YWCA and of the growing leadership role of women in America. California State Parks contributions to Asilomar's ecological restorations and natural history were additional highlights. More details at <http://www.asilomarcenter.com>

The Conference Grounds tour was coordinated by Jim Trumbly, COGNA 2003 Facilities Chair and Conference Registrar.

Toponymic Tour: Each year, the COGNA host State's organizing committee offers Conference attendees an optional bus tour of the locality. The COGNA 2003 Toponymic Tour of "Steinbeck Country", coordinated by Will Tefft, Map Link, Incorporated (CACGN Cooperator) continued the tradition of providing opportunities for attendees to get to know each other and to connect the conference experience to the experience of real places. The Tour itinerary is presented below. The Tour map, designed by May Wakabayashi, USDI Bureau of Land Management (CACGN Cooperator), and Tour Notes are in Appendix G.

COGNA 2003 Steinbeck Country Toponymic Tour

9:00 AM Depart Asilomar, Pacific Grove, California
 9:30 AM National Steinbeck Center, Salinas
 12:30 Chateau Julien Estate Winery, Carmel Valley - *Tour, Boxed Lunch, Wine Tasting*
 2:00 PM Mission San Carlos de Borromeo – *Carmel Mission*
 3:30 PM Point Lobos State Reserve – *Nature walk*
 5:45 PM Return to Asilomar

COGNA would like to acknowledge and thank our Tour Hosts:

David Laws (Windy Hill Press) gave an introductory presentation on John Steinbeck at the National Steinbeck Center galleries in Salinas. Jennie Frainer (Chateau Julien Estate) hosted our vineyard and winery tour. Peter Hiller (Artist) relayed a personal account about the artist Joe Mora (1876-1947) and his contributions to the Mission San Carlos de Borromeo (Carmel Mission). State Park Ranger Charles Bancroft (California State Parks) led a nature walk at the Point Lobos State Reserve.

Conference Exhibitors: The 2003 Conference marks the first COGNA event at which paying Exhibitors participated. CACGN would like to acknowledge and thank the *American River College GIS Program*, a leader in community GIS education, offering a wide range of courses, special studies, and Certificate Programs bringing forth our next generation of geographic names professionals, the *California Geological Survey*, providing information on the geology, seismology, natural hazards due to earthquakes, landslides, and naturally occurring hazardous materials to the citizens of California, *Environmental Systems Research Institute (ESRI)*, a leader in geographic information mapping and software applications worldwide, *Kestrel Press* as the publisher of the definitive works: Monterey County Place

Names, and the forthcoming reprint of Santa Cruz County Place Names, both by Donald Clark, and *Map Link*, a map publisher, distributor, wholesaler providing retail stores, libraries, and interested people with maps from virtually every publisher and mapping agency on earth from stock.

The *Point Lobos Nature Walk* was coordinated by Jim Trumbly and the *Steinbeck County Toponymic Tour and Conference Exhibitors* were coordinated by Will Tefft of Map Link, Incorporated, Advisory Member of the CACGN.

Welcoming Reception: At 7 PM on the Conference opening day, participants gathered for an “icebreaker” in the historic Scripps Hall. Jim Spero provided ambiance with his jazz guitar and Jim Trumbly coordinated refreshments (including a donation by Orville T. Magoon, Founder, Guenoc Winery). Ms. Jane Messenger presented a gift of a wooden map of California to the CACGN in appreciation for their hosting COGNA 2003. Photos and details are in Appendix A.

Conference Banquet: Jim Trumbly coordinated the Conference Banquet, set in the Asilomar Seascape Room, a private facility within the Crocker Dining Hall, offering panoramic views of pines and coastal dunes. The Banquet guest speaker, Mr. Rudy Rosales of the Esselen Nation, presented a personal account of his genealogy and the history of Native American culture in the Monterey region.

Monterey Bay Aquarium: COGNA 2003 chose the spectacular Outer Bay Wing of Monterey’s famous Aquarium to host a special dessert reception and presentation by Captain Albert E. Theberge (NOAA Corps, retired) on the history of California undersea names. Participants also were treated to the unique *Jellies – Living Art* exhibit. Julie Packard, Aquarium Executive Director, contributed a \$1400 discount to COGNA 2003 for the facility rental. The reception was made available as an event-only admission to the local historical society and to the marine conservation community (Paul Veisze, event coordinator).

Subcommittee Summaries by COGNA 2003 Organizing Committee, compiled by P. Veisze.

Conference Evaluation

In April 2003, the COGNA Executive Secretary forwarded a draft document on Conference duties and responsibilities to the CACGN Organizing Committee. The principal expectations as outlined have all been met by COGNA 2003, with the exception of a meeting of the (American Names Society) Toponymic Interest Group. This outcome was not the result of an intentional exclusion and may be rectified in future conferences.

The annual conference shall have the following items considered highest priority:

1. A meeting of the DNC, USBGN [Appendix D]
2. The State/Federal Round Table Discussion [Appendix E]
3. A meeting of the hosting state's geographic names authority [Appendix C]
4. The annual business meeting of the Council [COGNA Business Meeting, Appendix F]
5. Presentations and toponymic workshops [Conference Program, Appendix A]
6. Academic papers and meeting of the Toponymic Interest Group [partial, Appendix A]

The following items while expected to be part of the conference are of a lower priority therefore, cost should be kept to a minimum: [see Financial Report above and Appendix A]

1. Informal opening reception
2. Banquet or closing reception
3. Toponymic Tour(s) [Appendix G]

Conference bank accounts and financial reporting have fully complied with COGNA specifications as detailed in the above document, with the exception of meeting the 90-day post-conference Report due date. Organizing Committee Members' family- and employer-related emergencies combined in the period immediately following the Conference to cause a 5-week delay in Report completion.

Several new elements were added in 2003 to the basic COGNA Conference Program structure:

- Paid Exhibitor Registrants
- Online Conference Registration, and
- Formal inclusion of the USBGN Foreign Names Committee, Advisory Committee on Undersea Names in the COGNA Conference Program

A substantial re-design and content enhancement of the COGNA Database was accomplished.

A positive cash-flow was returned by COGNA 2003 to the COGNA permanent account.

Conclusion

By many Participant accounts and comments emailed to the Organizing Committee, the Council of Geographic Names Authorities 2003 Annual Conference was a complete success.

Geographic names engender a convergence of disciplines (language, history, politics, technology and more) and with the central principle of local use, evoke a transcendence of levels of government, from national to local. With geographic names, we also evolve our awareness of place toward land conservation actions and further, toward greater mutual understanding among the diverse cultures of our nation and the world.

COGNA 2003 Conference Report Appendices

(Work in Progress)

- A. Council of Geographic Names Authorities 2003 Conference Program and Agenda
- B. Conference Registration Materials and Processes
- C. California Advisory Committee on Geographic Names Meeting Minutes
- D. United States Board on Geographic Names - Domestic Names Committee Minutes
- E. State – Federal Roundtable Minutes
- F. COGNA Business Meeting Minutes
- G. Toponymic Tour Map, Itinerary and Notes
- H. Asilomar Map and Meeting Room Diagrams
- I. Conference Promotion and Photography
- J. Invitation to COGNA 2004

End of File "COGNA2003_Report_v9e.doc" - COGNA 2003 Annual Conference Report
See "COGNA2003_Report_Appendices1.doc"
See also MS-Access Database: "COGNA2003_Final.mdb"

Notes: