

## OREGON GEOGRAPHIC NAMES BOARD

January 8, 2006

Mr. T. Wayne Furr  
Executive Director, COGNA  
3400 36<sup>th</sup> Avenue NE  
Norman, OK 73026-7809

Dear Wayne:

Enclosed are the Final Report and Financial Report for the COGNA 2005 conference, a check closing out the checking account, copies of the bank statements and the final registration list. We enjoyed having the conference in Portland, and are pleased that we are able to net over \$700.00 back to COGNA. The Final Report provides an overview of the conference and summary of the proceedings.

Cindy Gardiner will be converting the updated mailing list back into Access format. However, also enclosed are the mailing labels used for the registration packets. While it includes a number of new (local) names that may not be applicable for future COGNA conferences, we did find that the COGNA conference generated some new geographic names enthusiasts.

It's been a pleasure working with you on the conference, thank you for all your help.

Sincerely,

Lewis L McArthur  
COGNA 2005 Director, OGN Board – Retired

**COGNA 2005**  
**Portland, Oregon**  
**October 11 – 14, 2005**  
**FINAL REPORT**

Background:

Portland, Oregon was selected as host for the 2005 COGNA conference nearly two years in advance, to ensure adequate time to secure a headquarters hotel and facility. As it turned out, the two years advance booking was fortuitous – the Hilton Hotel was sold out for all of 2005 within two months of the COGNA booking. Theme of the conference was the use and maintenance of the Geographic Names Information System (GNIS).

The October dates were specifically selected to take advantage of the national Columbus Day holiday on Monday, October 10<sup>th</sup>. A pre-conference tour around Mt Hood was scheduled for those conference attendees arriving over the weekend.

COGNA maintains a database of names authorities throughout the United States (and selected international names authorities). This database was used for an initial postcard mailing in May requesting that people “Save the COGNA 2005 Conference Dates.” This helped remind potential attendees as well as provided an opportunity to update the mailing list using returned postcards with addresses that were no longer current. The main registration mailing sent out in July went through several reviews locally, and with special assistance from Mark Flannery with the US Forest Service. Over 400 registration packets were sent out.

The Oregon Geographic Names Board managed the conference, with support from the Oregon Historical Society and US Forest Service. Budget precluded hiring a professional event planner. Staging the conference involved approximately 1000 hours of volunteer time, with all meals and reception functions catered or provided by the hotel.

Pre-Conference

Because of a lack of capacity and the cost, electronic registration wasn't provided for the conference. This should be done – many registrants prefer electronic payment, and this may have helped with the problem of attendees being slow to register. Many people made their hotel registration weeks before paying for their conference registration.

Working with the Hilton Hotel was relatively easy, although, as mentioned in the COGNA 2004 write-up, the costs of breaks, AV requirements and Internet connections really added to the costs. A gratuity of 20% was added to all food and a bartender for the no-host bar was an additional cost.

Having a pre-conference tour helped boost room nights and revenue. Nineteen rooms were reserved for Sunday night (2 days prior to the conference). This also posed a problem in that hotel reservations were not initially set up to recognize the COGNA rate for the earlier extra night.

While the Hilton charged the government rate, it appeared to be a bit steep for some of the attendees. Only about 60% of the attendees stayed at the headquarters hotel, with another 10 – 15% staying in less expensive accommodations, and the balance being local residents. Tracking the room nights required attention. Fortunately, because the Hilton was booked to capacity, when the COGNA conference didn't meet the scheduled room nights, the rooms were opened up and booked, and COGNA was still granted the preferred rate on the conference facilities.

No policy was preset for single day attendees or guests. These costs should be spelled out in the registration information. Typically, the receptions cost between \$15 and \$25 per person, so accommodating the costs spouses and guests needs a registration cost.

## Conference

Tuesday afternoon, October 11<sup>th</sup>, the Oregon Geographic Names Board held their Winter Meeting, which was open to all COGNA attendees. An extensive presentation was made to the Oregon Board on renaming of 19 squaw names, which were then recommended for approval by the US Board.

State Senator Betsy Johnson, a board member of the Oregon Historical Society welcomed COGNA to Portland at the opening reception with approximately 60 people in attendance.

Sixty three people registered for the COGNA 2005 conference at \$110 to \$120 depending on when they registered. Room nights booked at the Hilton: Sunday (19), Monday (22), Tuesday (38), Wednesday (37), Thursday (35), Friday (34) and Saturday (23).

Wednesday morning, October 12<sup>th</sup>, Skip Theberge gave the conference opening address on “The Discovery and Naming of Offshore Oregon Coast and Undersea Features.” A surprise came at the end of his address when he notified the McArthur Family that a feature off the Oregon Coast had been named the “McArthur Escarpment” in honor of the extensive coastal surveying conducted by William P McArthur in the 1800’s.

A session on GNIS Commercial Mapping followed the opening address, with presentations by two Oregon cartographers describing the challenges they face publishing accurate, readable maps of complicated geographic features and printed names.

Wednesday afternoon the Domestic Names Committee of the US Board on Geographic Names met and deliberated on a number of names, the most interesting of which was naming of the site of the massacre of some 30 Chinese miners on the Snake River in the 1880’s.

Wednesday night, a second reception was held at the Oregon Historical Society, which hosted the national Lewis and Clark exhibit from November 2005 – February 2006. A light-hearted choral rendition of the Lewis and Clark expedition was provided by Mark Flannery and two cohorts.

Thursday focused on the State/Federal Roundtable, the COGNA business meeting, and an update on Oregon’s work to replace squaw names. Friday’s sessions included Partnership with the National Map, US Forest Service GNIS maintenance activities, coordinating the GNIS with State and Local GIS, and Maintenance of the GNIS. Jane Messenger provided an entertaining look at “Why is that Creek Called a School?” as a final break-out session for the conference.

Sixty-three persons paid for Friday night’s banquet, at which Thom Vaughan, former Executive Director of the Oregon Historical Society, spoke about the construction of the Lewis and Clark encampment re-enactment at Ft Clatsop National Park in Astoria. The talk was especially timely as the encampment accidentally burnt to the ground less than two weeks before COGNA 2005 conference, which had scheduled a trip to Ft Clatsop as the conference signature tour. The Lewis and Clark tour went off without a hitch, and COGNA attendees were given a back stage view of the fire investigations while touring Ft Clatsop.

Special recognition to the core volunteers coordinating the conference: Lewis L McArthur, Mary McArthur, Cindy Gardiner, Mark Flannery, Champ and Maria Vaughan, and Carolyn Hixson.

## COGNA 2005 Financial Report

The COGNA 2005 Conference generated net revenue to the organization of \$718.24. Revenues and expenses were higher than in 2004 because the conference was scheduled to immediately follow a 3-day holiday weekend, and thus an extra field trip (Mt Hood) was planned for those attendees who chose to arrive the weekend prior.

### Revenues:

Conference Registrations	\$ 7,500.00
Conference Banquet	\$ 2,560.00
Lewis & Clark Tour (post conference)	\$ 1,920.00
<b>Sub-Total</b>	\$11,980.00
Mt Hood Tour (pre-conference)	\$ 1,160.00
<b>Total Revenue</b>	\$13,140.00

### Expenses:

Registration Mailer printing	\$ 413.48
Registration Postage	\$ 255.90
Conference Attendee Materials	\$ 641.01
Conference bags	\$301.58
Program materials	\$124.10
Binders	\$
92.80	
Commemoratives	\$ 68.95
Name Tags	\$
53.58	
Conference Facilities	\$5,290.29
Reception	\$ 959.00
Banquet	\$2,336.00
Lewis & Clark Tour (post conference)	\$1,445.00
Lunch	
\$525.00	
Motor Coach	
\$670.00	
Maritime Museum	\$250.00
* Ft Clatsop Natl Park waived \$288 in attendee fees	
Tour Refund	\$ 40.00
Checks for checking account	\$ 20.00
<b>Sub-Total</b>	\$11,400.68
Mt Hood Tour (pre-conference)	\$ 1,021.08
Lunch	
\$436.08	

Motor Coach \$585.00	
<b>Total Expenses</b>	\$12,421.76

**Net to COGNA**  
**\$ 718.24**

The checking account was closed on January 11, 2006 with a balance of \$718.24. A check for this amount was forwarded to the COGNA Executive Secretary at that time.