



# Mentor

The corporate newsletter of Arisia, Incorporated

**Volume 9, Issue 68**

**October 1996**

## ANNOUNCEMENT!

In appreciation for being elected to their various positions, the Arisia Execboard would like to throw a party for the membership. Anyone associated with Arisia, Inc. or the Arisia Speculative Media Convention, or anyone thinking of becoming involved is welcome to attend the party.

We will provide drinks (non-alcoholic) and munchies. We will have a grill going for anyone who wants to bring stuff to throw on the grill.

**ONE RULE:** No throwing eboard members on the grill! [Except the Clerk who would willingly be thrown on the grill so long as death (and freedom) is assured.]

Unfortunately, the only time we could come up with to have this party is Wednesday, November 13th. Some of you may have noticed that this coincides with the corporate meeting that month and so the corporate meeting will simply have to be quick so as not to cut into the party much.

Although the corporate meeting starts at 7:30, the grill gets fired up at 6PM.

## September Corporate / Annual Meeting

**Time:** September 15, 1996 at 1:35 pm

**Location:** Building 66, MIT, Cambridge, MA

**In Attendance:** Ted Atwood, Jeremy Brown, Randall Cohen, Ed Dooley, Marshall Ellis, Glen R. Goodwin, Joel Herda, Christine Ivey, Jeff Jordan, Walter Kahn, William Mickle, Tim Roberge, Noel Rosenberg, Cris Shuldiner, Michael Sprague, Ken Elwell (Red Shirt), Brendan Quinn (Red Shirt)

- Corrections to Minutes --  
Text from August minutes should read:  
MOVED to increase the Interim Budget of A97 by \$2500 until the A97 budget...  
There are two L's in Marshall.
- Proxies  
Suzanne Labonville to Ted Atwood.
- Transfers of Membership  
Jim Stevenson was transferred to General Member with 6 votes for and 5 against.
- President's Report  
The president reported that he was still waiting for a signed copy of the hotel contract from the hotel. Joel Herda mentioned that he may be in possession of this contract and some discussion was held as to this.
- Vice President's Report  
Walter reported that he will not be seeking reelection. In his term of office he has finally learned exactly what the VP does and he hopes that someone will be willing to seek the office for the upcoming year. Finally Walter promised that as his last official act he would finally give MITSFS the check we owe them.
- Clerk's Report  
Everyone is reminded to sign in.  
Fees were set for \$24 before and during the meetings, and \$22 after.  
Complimentary copies of Mentor were made available to all non-members in attendance.

- Arisia 98

Randall reported that he is looking for people to fill key positions. Particularly Head of Sales and Hotel Liaison. He has already filled his first position, Advisor to the Chair, with Ed Dooley.

Finally the Chair urged the Eboard to fill his treasurer's position as soon as possible.

Also, Randall is working with Christine Ivey to look at other possible sites for A98.

- Arisia 97

(made by Ed Dooley in Pat's absence)

The A97 Division Heads are concerned that their conchair may no longer be alive.

- Arisia 97 Treasury

Budget discussion was taken up. A motion to add a line item for "Meet the Clubs" under Programming was accepted as friendly. Some discussion on whether or not \$500 was enough for the ConChair's Contingency fund was held. MOVED to increase the Conchair Contingency Fund Line Item to \$1000. Motion passed.

MOVED to approve the A97 Budget. Motion passed.

- Corporate Inventory Control

Tim was at storage with the A97 Logistics team. All seemed pleased. Tim also reported that he will not be doing CIC in the upcoming year.

Finally, it was strongly recommended that storage find a new home very soon.

Tim recommended that his replacement be the most cool person he knows, Glen R. Goodwin.

Finally, there are three crockpots missing from storage and we want them back.

- Corporate Sales

(see attached report).

All motions in report were tabled pending publication as the report was far too long to read in meeting.

MOVED to award a free Arisia 97 membership to Marshall's brother for all his

help. Motion passed.

Also, if anyone knows anything about missing merchandise Marshall would like to hear from you.

- Corporate Systems Administrator

No report but some discussion was held as to the state of arisia.org and who owns it. Joel stated that he will look into this.

- Old Business

none

- New Business

A location was set for the November 13th meeting. The meeting will be held at Cris Shuldiner's residence in Haverhill MA. Directions will be printed in this Mentor.

A proxy was entered from Tim Roberge to Noel Rosenberg.

A five minute recess was called to allow the Eboard to meet briefly.

MOVED to transfer Beth Goodman to General Member. Tabled.

MOVED to transfer Ken Elwell to General Member. Tabled.

Proxy from Time Roberge was rescinded.

- Elections

President Nominations

Joel Herda, Self Nominated

Cris Shuldiner, Accepted

Glen Goodwin, Refused

Marshall Ellis, Refused

President Election

Joel Herda, 5 votes

Cris Shuldiner, 9 votes.

Vice President Nominations

Joel Herda, Self Nominated

Walter Kahn, Refused

Noel Rosenberg, Accepted

Michael Sprague, Refused

Ed Dooley, Refused

Marshall Ellis, Refused

Vice President Election

Joel Herda, 7 votes

Noel Rosenberg, 7 votes

1 abstention

Vice President Run-off

Joel Herda, 9 votes

Noel Rosenberg, 6 votes

Treasurer Nominations

Bill Mickle, Refused

Jeff Jordan, Refused

Treasurer election was held til a later time due to lack of interest.

Clerk Nominations

Jeremy Brown, Accepted

Glen R. Goodwin, Accepted

Clerk Election

Jeremy Brown, 2 votes

Glen R. Goodwin, 14 votes

Treasurer Nominations

Walter Kahn, Refused

Marshall Ellis, Accepted.

Marshall Ellis was appointed Treasurer by acclimation.

- Return to New Business

MOVED to trade mail lists with Balticon.

Motion passed.

MOVED to ratify all of the decisions of the Eboard over the past year. Motion passed with 2 votes against.

Meeting Adjourned at 3:38 pm.

## Eboard meeting

**Time:** September 15, 1996 at 3:43 pm immediately following the Annual Meeting.

**Location:** Building 66, MIT, Cambridge, MA

**In Attendance:** Joel Herda, Cris Shuldiner, Tim Roberge, Marshall Ellis, Glen R. Goodwin

- Some discussion was held upon bank accounts and signatory status.
- The next meeting was set for September 30, 1996, at 7:30 pm.
- Email addresses were traded, bank cards were signed.

Adjourned at 4:02 pm.

## Eboard meeting

**Time:** September 30, 1996 at 8:00 pm

**Location:** Randall's Office, Natick, MA

**In Attendance:** Joel Herda, Cris Shuldiner, Tim Roberge, Marshall Ellis, Randall Cohen

- Randall was granted authority to issue P.R. Memberships.
- Banking issues - None yet; hotel now has our tax-exempt documents
- Tim returned his storage keys to end his time as storage czar.
- Discussion of Email/Internet Eboard meetings & Voting. Joel will research and write guidelines.
- Grant Committee discussion. Members are Bill Mickle, Walter Kahn, Randall Cohen. Chair is Joel Herda.
- Cris is going to look into Mailboxes etc. forwarding our mail to a more accessible site.
- Tim suggested we look into changing ad rates
- Joel volunteered to run corporate benefits/recruiting committee.
- Marshall will do T-shirts again.
- Cris will design the new letterhead.
- Cris proposed a bylaws amendment to extend the terms of Officers of Arisia to two years.
- Long Range Planning committee was discussed. Possible names include Ed Dooley and Jeff Jordan.

## arisia.org - Information pertaining to Arisia On-line

As some of you may have noticed Arisia.org has not been sending out ANY mail sent to any of its mailing lists. [Official word has it that arisia.org has become toast. Repairs are being looked into] As a temporary solution I have brought up the major mailing lists at theforge.com. (My company so I have a particularly vested interest in making sure the mail stays up and working.)

The lists are:

<b>Corporate</b>	arisia-corp@theforge.com
<b>ConCom</b>	arisia-staff@theforge.com
<b>Eboard</b>	arisia-eboard@theforge.com
<b>Artshow</b>	arisia-art@theforge.com
<b>Art Staff</b>	arisia-art-staff@theforge.com

If you wish to be removed from any of these lists, please send me Email at (cws@theforge.com). (EBOARD members should not bother sending me Email to be removed from the eboard list.)

## Directions to the Shuldiner Residence

- From Boston

Take 93 North to 495 North. Take 495 North to exit 49 (River Street/Route 110). At end of exit ramp take a left. After about a mile and a half you will see Jaffarian Toyota/Volvo (it is on both sides of the street). Immediately after Jaffarian, take a left onto Varnum Street. (there is unfortunately NO sign here) I am 27 Varnum. The house is grayish-blue and is a duplex on the right-hand side of the street about halfway up the hill. Park anywhere.

- From west of 128

Take 495 north to exit 49 and follow rest of above directions.

- Commuter rail:

Go to North Station and take Haverhill line to Haverhill and call me so someone can pick you up. (508-521-7039)

From anywhere else, send me Email and I will get you directions. (cws@theforge.com)

## Calendar of Events

**Attention:** As Clerk of Arisia I am formerly notifying everyone that I will no longer continue to update this calendar with a list of other conventions as I simply do not have the time. If someone would like to Email me a list of cons in a decent format on a regular basis I will attempt to incorporate this in. Thanks!

Weekend of October 11, 1996 - **Albacon '96** - WGOH Nancy Kress, AGOH Jill Bauman, FGOH Shirley Maiewski. Albany, NY.

Weekend of November 8, 1996 - **Notjustanothercon12** - GOH Allen Stelle. Amherst, MA.

November 13, 1996 - **Corporate Meeting** - 7:30 pm @ Cris Shuldiner's residence in Haverhill, MA. Directions elsewhere in this Mentor.

Weekend of January 10, 1997 - **Arisia '97** - WGOH R.A. Salvatore, AGOH Bob Eggleton, FGOHs Brian Cooper, Tom Fish, Mary Robinson, Matt Saroff, Cris Shuldiner. Boston, MA.

## Executive Board

**Arisia, Incorporated.**  
1 Kendall Square, Suite 322  
Cambridge, MA 02139

**President:** Cris Shuldiner  
27 Varnum Street  
Haverhill, MA 01832  
508/521-7039  
cws@theforge.com

**Vice-President:** Joel Herda  
17 Creighton Street  
Cambridge, MA 02140  
617/864-0171  
Joelll@tiac.net

**Treasurer:** Marshall Ellis  
30 Spring Street  
Plympton, MA 02367  
617/585-4088  
marshall@vader.com

**Clerk:** Glen R. Goodwin  
P.O. Box 977  
Boston, MA 02123-0977  
617/524-9151  
arei@slaw.neu.edu

**Arisia '97 Conchair:** Pat McCormack  
42 West Gate Road  
Chestnut Hill, MA 02167  
617/469-4565  
conchair@vader.com

**Arisia '97 Treasurer:** Tim Roberge  
ARISIA '97  
Treasury Division  
P.O. Box 3370  
Saxonville, MA, 01705

**Arisia '98 Conchair:** Randall Cohen  
5L Nichols Ave  
Brookline, NH 01760  
rcohen@pvci.com

## Committee Members & Corporate Appointed Officers

**Budget Committee:** Marshall Ellis, Chair

**Long Range Planning:** *vacant*

**Awards Committee:** *vacant*

**Grant Committee:** Joel Herda, Chair  
Walter Kahn  
Bill Mickle  
Randall Cohen

**Corporate Sales Officer**  
Marshal Ellis

**Corporate Inventory Control Officer**  
Glen R. Goodwin

**Corporate Systems Administrator**  
Nicholas "Phi" Shectman

## Membership Roster

Atwood, Ted	Bazemore, Rob
Brown, Jeremy	Carpenito, Christine
Cohen, Randall	Dooley, Ed
Ellis, Marshall	Elwell, Kenneth (Red Shirt)
Flynn, George	Goodwin, Glen
Haag, Halmer D.	Herda, Joel
Ivey, Kim (Red Shirt)	Jordan, Jeff
Kahn, Walter	Kent, Allan
Labonville, Zanne	Levy, Benjamin
McCormack, Patrick	Mickle, William
Morris, Skip (Red Shirt)	Preston, John
Quinn, Brendan (Red Shirt)	Roberge, Tim
Robison, Mary	Rosenberg, Noel
Rosenburg, Diane	Saroff, Matthew
Shuldiner, Cris	Sprague, Michael
Stevenson, Jim	Vandenburg, Pat

## Membership/Subscription Info

Subscriptions to Mentor of Arisia are included in Corporate membership to Arisia, Incorporated. Membership runs from September 1st to August 31st and costs \$24.00. Dues are pro-rated on a monthly basis for members joining during the year.

September	\$24	March	\$12
October	\$22	April	\$10
November	\$20	May	\$08
December	\$18	June	\$06
January	\$16	July	\$04
February	\$14	August	\$02

## Merchandising Report 1996 Annual Meeting

### Looking Ahead:

First looking ahead to Arisia 97, I spoke with Bob Eggleton at Con\*Cept in Montreal back in March. He plans to create something for the purpose of Arisia shirts, and is aware we're very interested in a design lending itself to 2, 3 or 4 colors. He's also aware it'll probably go on shirts of two different colors and they will be different from the 1996 colors of ash and black.

I showed him what we did for 96, and he was very impressed (although he was even more impressed with the dragon Jennie Drysdale had done for my brother, but I digress). I gave him my contact information and have not yet heard from him. I believe I mentioned the need to have the art a reasonable length of time before the convention (like several weeks or more). I have not checked with Pat as to whether he's heard from Bob in regard to the art, but it's early yet. If not for much longer. I can't stress enough the need to have the art EARLY.

As for plans for Arisia 97, I'd say mostly more of the same. The plan for tracking everything, memberships and merchandise, worked well. The two shirt colors plan worked well. I surveyed for information on what people like for colors, and will keep that in mind, as well as the preferences of the con chair, and what works with the art and what, perhaps, Bob Eggleton has in mind as appropriate colors. I figure it's safe to do a color we're not sure about selling well but that some people may go wild over, in smaller quantities, along with a color sure to be popular in larger quantities. I'm sure we sold more shirts by having the choice in 1996.

I intend to raise the shirt prices as the profit margin is way too slim to justify the unsold shirts we've been stuck with, and the \$10 T-shirt price has been with us since 1990. I tentatively plan \$12 for T-shirts and correspondingly \$19 or 20 for sweatshirts, depending also on cost and subject to the knowledge and consent of the e-board of the day.

I haven't looked into other merchandise yet, although my brother last I knew had taken it upon himself to experiment with a multicolor lens similar to the patch for use on hats. I'll have to check on that. I personally don't wear hats, but there's been some degree of interest in them over the years, they're low cost, and a small run shouldn't saddle us too much.

I intend to sell Arisia 96 shirts at the same price they were selling during the last convention. I intend to sell everything before that at \$2 per T-shirt and - hadn't really thought about this part yet - something correspondingly liquidation-level for sweats. I recommend that anything leftover after that either be thrown into a raffle if we're having one, or donated to a worthy cause. I will need a logistics pickup of shirts, in Plympton, in order to get them all there, since the old shirts take up such a large amount of space (see picture if you're at meeting), I'll have the new ones to bring too, and my car is even less able to hold them than the old car was. If I am going to do this again next year, I do not want to take home any unsold shirts older than 1996. I also don't wish to bring home any Team Arisia T-shirts again (they're nothing to do with merchandise anyway, except if as a matter of convenience the same person gets both runs printed), and propose we, except for leftover 97 shirts and perhaps "archival copies":

Offer them first to volunteers as either a "signing bonus" or as an alternative to this year's design. (I am not the only person thinking along these lines, or even the person who originated the idea.)

Raffle the rest or donate them to a worthy cause.

### Looking at Arisia 96:

Sales for 96 went very well, as indicated by the details below. Sales of old stuff went less well, despite the low prices. We still have way too much old merchandise taking up space and effort. I had the pleasure of seeing Lissanne Lake's reaction to the shirts firsthand. She was thrilled with the two-color design and the overall result. The design and the shirt colors were popular in general, although the art was not some people's style. We had some requests for a more SF design next year, and a "lighter" design.

Sales once again handled memberships to the following convention as well, which I consider an efficient use of resources, a convenience to the fans, and a way of moving more of both. We were in the usual location on the mezzanine, which worked out well, more so than in 95 when there was too much traffic right through us. By now people expect us to be there, and it's convenient for securing the merchandise overnight. I see no reason to change spots.

One problem that does seem to crop up is people planning for the Sales table to handle things it ought to be aware of ahead of time, or attempting to designate it to handle things for which it's not really equipped. However, we always seem to manage, but prior notification is a good thing.

Before the figures, a word on them. The beginning counts for the old merchandise are actually the ending counts done at the end of Arisia 95. The ending counts from Arisia 96 were done after I got home, and despite the best intentions and the inspiration of having had the boxes pulled into the middle of the computer room so the window they were blocking could be removed, I have not done a second count to verify the figures. I suspect they're more accurate than the ones from last year, and they have been safer since. It is entirely possible that some of the shrinkages are the result of counting errors or other such traumas.

### **More than you ever wanted to know about inventory and amounts sold:**

#### 1996 T-shirts:

Initial Order	105
Reorder	48
Total Available	153
Sold	113
To Guests*	0
Expected Inventory	40
Actual Inventory	37
Over/(Short)	(3)

#### 1996 Sweatshirts:

Initial Order	37
Reorder	16
Total Available	53
Sold	30
To Guests	4
Expected Inventory	19
Actual Inventory	19
Over/(Short)	0

\*If any were given to guests, I wasn't informed. I paid the cost of T-shirts for Rob and CJ personally, and the postage. Arisia provided two sweatshirts to Lissanne, and sweatshirts to Rob and CJ. Arisia also provided Lissanne with two Team Arisia T-shirts.

Total 1996 T-shirts:	\$1,086.00	Corp. Members:	\$176.00
Total 1996 Sweatshirts:	\$492.00	Corp. Members:	\$ 84.00
Total New Merchandise Sales:	\$1,578.00	Corp. Members:	\$260.00

#### Cost of goods sold 1996 Shirts:

item	quantity	total	unit avg	sold
T-shirts	153	\$813.00	\$ 5.31	† \$ 600.45
Sweats	53	\$515.25	\$ 9.72	† \$ 291.65
Cost of goods sold				\$ 892.10
Shrinkage at cost				\$ (15.94)
Guest shirts at cost				\$ (38.89)
Net merchandise costs				\$ 837.27

† ((113/53)\*813, \* (30/53)\*515.25

#### Shipping Costs:

Mailing Costs	\$7.78
Packaging Costs	\$4.33
Total	\$12.11
Shipping Received	\$6.00
Loss on Shipping	(\$6.11)

New Merchandise Sales	\$1,578.00
Cost of Goods Sold	(\$ 837.27)
Net Other Costs	(\$6.11)
Net on New Merchandise Sales	\$740.73
Total Old Merchandise Sales (sunk costs)	\$141.00
Net Result of 1996 Sales	\$881.73

#### Old Shirts

Item	Start	Sold	End	Over/(Short)	Revenue
TS 95	68	4	41	(23)*	\$16.00
SW 95	28	0	27	(1)	\$0.00
TS 94	4	4	0	0	\$16.00
TS 93	27	1	25	(1)	\$4.00
SW 93	15	2	14	1	\$20.00
TS 92	10	5	5	0	\$20.00
SW 92	6	0	5	(1)	\$0.00
TS 91	44	4	35	(5)	\$16.00
SW 91	8	0	7	(1)	\$0.00

SW 90	8	0	7	(1)	\$0.00
Glow	12	7	6	1	\$49.00
Total Old Shirt Sales					\$141.00

\* It's rumored a box of these didn't make it to the convention and thus didn't get counted.

### Miscellany:

I started making some effort to determine the fate of merchandise that disappeared from previous years. There should be perhaps 100 of the patches left, and at our cost that's \$143.00 even if they did long since sell enough to make the venture a success. There should also be some convention videos from the one year in which they were produced; 1992 if I recall correctly.

For a time I had assumed all of the above had perished in the infamous car crash, but at least in the case of the patches I have it on good authority that they were not in the ill-fated vehicle. The last place anyone remembers seeing the patches is in a closet at a former residence of Mark Dulcey's, making him the person to contact to trace them from there. Phi kindly provided me the information to contact Mark, and I promptly lost it and didn't use it before I did so. There it stands, and I'd appreciate a reprise of the contact info for Mark if anyone has it, or any information on the whereabouts of any rogue inventory.

Apparently there were at most a small number of videos in the wreck, so they should be around somewhere as well, but their trail appears quite cold.

I haven't, as mentioned, looked into different things to sell as yet. It's about time for me to attempt to go back to the survey information on what people want, but I would also be very interested in ideas from corporate members, or an idea of what would be particularly supported. I've been thinking about more patches, but to get them very inexpensively remember we had to order 450, and they only sell so fast, though with a high margin. In particular, would we really want the same exact design that people already have? If we did them, I'd be inclined to go for a new version.

Mugs seem to be a popular concept, and are my favorite idea of the next item to bear the Lens as a generic Arisia item. I'll look into that for this year if there doesn't seem to be a large preference for something else as viable.

We seem to have fallen out of the idea of selling shirts at Arisia parties, probably because I haven't encouraged it and been available with the stuff. Is that something we want to continue to do? Or with generic Arisia items? As long as we can handle the accountability and connecting to exchange merchandise, supplies and records back and forth, it seems reasonable.

Advance ordering is something we fell out of long ago, yet it's a very good idea if you can pull off knowing what the design will be early enough, and coordinating with the people doing the mailer. Or if a pre-reg packet goes out early enough, that would give you a feel for demand and give the people who preregistered an additional benefit of a couple bucks off their shirt. This is one reason I consider it important to have the art early! I'd like to pull it off with the pre-reg packet this year, if we could.

I had intended to provide an exact breakdown of quantities of each color and size of 1996 shirts so people could know what's available, but without counting again, I don't seem to have an exact listing as I thought I did. Be that as it may, for those who are interested, I should have almost every size/color combination in stock. I'd be happy to sell more to whoever wants them!

Please freely direct any questions or input to me! Marshall Ellis, 30 Spring Street, Plympton, MA 02367, (617) 585-4088 (after about 9:30 you may be waking someone, later on weekends), [marshall@vader.com](mailto:marshall@vader.com) or [jay.solo@vader.com](mailto:jay.solo@vader.com)

# Arisia Inc. Expenditure Form (Rev. 3/95)

Read the entire form before filling in any section.

This area for office use only  
 Account #:  
 Check Number:  
 Date entered: \_\_\_ / \_\_\_ / \_\_\_

If the purchase is normally taxable, provide the supplier with MA, ST-5 and ST-2  
 Mass. Sales Tax Exemption Number: 043-031-143  
 Mass. Sales Tax Exemption Expiration date: 1/4/1996  
 Purchases made for Arisia Incorporated are not subject to Mass. Sales Tax

Purchase date \_\_\_ / \_\_\_ / \_\_\_

Today's Date \_\_\_ / \_\_\_ / \_\_\_

Purchased By (Full Name): \_\_\_\_\_

Check one:

Corporate Purchase       Convention Purchase

Item	Department	Line Item	Qty.	Cost

Check here if continued on back

Total cost: \_\_\_\_\_

Check one:

Person to be paid: Vendor       Purchaser

If Vendor then complete the following section

Vendor Name: _____	Invoice/Account #: _____
Street Address: _____	Phone number: _____
City/State: _____	
Zip Code: _____	

If payment is to the purchaser, receipt(s) must be included with this Form.

If payment is to a Vendor, an invoice or bill must be included with this form.

Payment Approved By:

Convention Treasurer(if applicable) print: \_\_\_\_\_ sign: \_\_\_\_\_

Corporate Treasurer print: \_\_\_\_\_ sign: \_\_\_\_\_

Nothing in this form shall be considered a guarantee of payment.





Form ST-2  
Certificate of Exemption

Massachusetts  
Department of  
Revenue

Certification is hereby made that the organization herein named is an exempt purchaser under General Laws, Chapter 64H, sections 6(d) and (e). All purchases of tangible personal property by this organization are exempt from taxation under said chapter to the extent that such property is used in the conduct of the business of the purchaser. Any abuse or misuse of this certificate by any tax-exempt organization or any unauthorized use of this certificate by any individual constitutes a serious violation and will lead to revocation. Willful misuse of this Certificate of Exemption is subject to criminal sanctions of up to one year in prison and \$10,000 (\$50,000 for corporations) in fines. (See reverse side.)

ARISIA INCORPORATED  
1 KENDALL  
CAMBRIDGE, MASS. 02141

EXEMPTION NUMBER E  
043-031-143  
ISSUE DATE  
01-11-96  
CERTIFICATE EXPIRES ON  
01-11-11

NOT ASSIGNABLE OR TRANSFERABLE

COMMISSIONER OF REVENUE  
MITCHELL ADAMS