
Subject: LSAF 2010 Planning

Posted by [AudioFred](#) on Wed, 24 Jun 2009 13:29:36 GMT

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Shane, are you planning to set the dates for LSAF 2010? I suggest we plan it for about the same weekend since that one doesn't seem to conflict with any other audio events. Also, let me know if there's any way I can help.

Subject: Re: Reports from LSAF '09

Posted by [DRCope](#) on Wed, 24 Jun 2009 14:09:56 GMT

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Can we get it off of Father's Day weekend for next weekend? That couldn't have helped turnout, either exhibitors or attendees, this year.

Setting the date early and promoting the crud out of it will help, too. I'd be happy to help.

Subject: Re: Reports from LSAF '09

Posted by [Wayne Parham](#) on Wed, 24 Jun 2009 14:59:06 GMT

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I liked the original date (first weekend in May) because it was a little cooler. Audiokarma kind of stole that weekend two years in a row, so rather than spoil it for everyone by having two shows on the same weekend, we moved. I still object to that, and think it was absolutely stupid for a group meeting so far north to take the early date - we should reverse them and put AK in June/July and leave LSAF for the early May timeframe. But we can't control the behavior of others.

You may have some influence though, Dave. I remember you were the one most vocal the last couple of years, (rightly) saying the two shows shouldn't be held on the same weekend. When AK chose to schedule overlapping our dates, you said something. Audio Note likes to be at all the shows, and you said so. My thinking is you are probably in the best position to make the case with grumpy at AK. If you can persuade him to schedule his show later on the calendar, we can put ours back where it always was since 2005.

Subject: Re: Reports from LSAF '09

Posted by [DRCope](#) on Wed, 24 Jun 2009 15:20:28 GMT

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I'll give it a go and I'll do it soon before he gets a date set/stuck in his mind.

Any chance of making Sunday a "real" day? I think that would be important in getting addt'l folks both showin' and goin'. It makes it easier to justify traveling a significant distance and doin' the set up/tear down work to have a second day. (I'm not talking about me wavering or complaining here,

I'm talking about getting people off the fence who might not see sorta-Friday-night and Saturday as enough show time to get them excited about coming. The exhibit cost (\$0) is certainly not slowing them down, nor is the room rate!

Wayne, can you pick up the posts from the point where we stopped reporting on 09 and started discussing '10 and move them to a new a thread called somethin' like "Discussing/Planning LSAF '10 !"

If not, I'll just copy all of them in one and start it to let people know it's happenin' and gain their input.

Subject: Re: Reports from LSAF '09

Posted by [Wayne Parham](#) on Wed, 24 Jun 2009 15:51:10 GMT

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Agreed about splitting the topic - Done deal.

About Sunday, I sort of agree, sort of not. Pros and cons.

The pros, as I see them, are for long distance travelers, like yourself. You're already making the trip so an extra day of showing makes sense. The trip home cuts into Monday anyway, so why not stay through the whole weekend. Makes sense to me.

The cons, as I see them, are mostly for the locals. Most of the people that have less than a days drive like to tear down on Sunday and start the drive back. That way they are able to get home and unloaded by Sunday night, ready to start the work week Monday morning. Most have taken off Thursday and Friday already, so this lets 'em open up shop on Monday.

I tend to fall into the latter camp. I would prefer to get back by Sunday afternoon, ready to work Monday morning. But I do see the attraction of keeping the show going on Sunday, and I also realize that the best days of public showing are weekend when the local attendees are usually off work and able to show up at something like this.

Another problem for Sundays is this: If we post a schedule that says we're going to have the show running through Sunday, but then 80% of the exhibitors leave, we may leave some attendees very disappointed. That happened a couple years, we scheduled the show to run through Sunday so some people thought they could come out on Sunday afternoon and see something. But by the time they arrived, most had left. There were still a few rooms open, but not many. That's why we started posting a schedule that said "Sundays optional". It was largely driven by the reality of what was happening.

My suggestion is if we find a core group of exhibitors willing to commit to staying through Sunday, we'll post that in the schedule. We'll basically re-open Sunday. I don't think we should try to force exhibitors to stay, although I suppose that's an option. We could make it a condition for showing. I don't think that's the best way to do it though - I think we should just put it out there and see if we can find enough exhibitors willing to stay through Sunday.

Subject: Re: LSAF 2010 Planning
Posted by [Shane](#) on Wed, 24 Jun 2009 22:24:47 GMT
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AudioFred wrote on Wed, 24 June 2009 08:29Shane, are you planning to set the dates for LSAF 2010? I suggest we plan it for about the same weekend since that one doesn't seem to conflict with any other audio events. Also, let me know if there's any way I can help.

That's something that we need to decide. I'm going to be sending out emails to all who exhibited this year to hopefully get some feedback on what we could do different, including dates. I'd like to go ahead and set up something with the hotel we were at by the end of the summer.

Any suggestions for questions will be appreciated.
Any volunteer help would be even more appreciated.

I'm thinking:

What dates, promotions, raffles, adverts, talks, steering committee help, etc.....

I'd really like to see about 30 rooms showing. Not so many you can't get a decent listen in each room over two days, but not so few as to make it not worth coming to for the exhibitors.

Subject: Re: Reports from LSAF '09
Posted by [Bob Brines](#) on Fri, 26 Jun 2009 18:34:09 GMT
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Two things: Friday needs to be a "real" day with exhibits open til 9pm. Closing down at 6pm means that anyone with a real job can't do Friday. No big deal to us retirees, but I'd like to see people with real money wander through. Same thing with Sunday. Closing down by 11am means that anyone who goes to church can't make it, and this is the South. The big deal about Sunday is that it might make sense to and out-of-towner to stay Saturday night and still have something to see on Sunday.

Just my opinion.
Bob

Subject: Re: Reports from LSAF '09
Posted by [Shane](#) on Fri, 26 Jun 2009 19:28:49 GMT
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So we have a vote for arriving Thursday afternoon to set-up, then a full day Friday (till the hotel tells us to shut down), a full day Saturday, a full day Sunday, then pack up Monday morning.

Correct me if I'm mistaken Bob?

This seems plausible to me, especially if we book a date late summer. That would give people plenty of time to take a few days of vacation (which is what I have to do) and put away the couple extra nights of hotel/food expenses.

I know that with the truncated schedule we have I never feel like I spend enough time just relaxing and listening to each room.

Subject: Re: Reports from LSAF '09
Posted by [Bob Brines](#) on Sat, 27 Jun 2009 02:23:07 GMT
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Pretty much. In my case, I'll leave home early Friday and be up by 2-3pm. The point is that I think that we missed a lot of traffic Friday night and Sunday afternoon.

Bob

Subject: Re: Reports from LSAF '09
Posted by [Wayne Parham](#) on Sat, 27 Jun 2009 04:07:55 GMT
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I always show up Thursday night and am ready to go first thing Friday morning. So I'm good with that. Staying open later Friday night is also cool with me, I usually have my door open Friday evening as long as I can. But Sunday is the harder one to please everyone on, I think.

It's a great idea to have everyone stay open Sunday, as that's a weekend day that most visitors will find convenient. But like I said, the problem is you can't really force exhibitors to stay through Sunday. Then the problem is that if rooms start to close and we've told the public that the show is running all day Sunday, people may be disappointed to find a room they hoped to see has packed up and left. How do we handle that?

The first two years, I personally stayed all day Sunday. Most other rooms didn't. I thought it made the most sense to be open Saturday and Sunday, since that's when most walk-ins will show up. But most other rooms left, I think probably for the reasons I mentioned earlier, Sunday was a travel day for them.

At those first couple shows, there were some people that traveled long distances to come just on Sunday, and they only got to see people loading out. They naturally asked why we had a published schedule showing open Sunday, when really we weren't open that day. I didn't have a good explanation for them except that we planned to stay open, it's just that some rooms couldn't. Trouble was, "some" was actually "most".

I think if we get consensus from everyone that we stay open Sunday, we can put it in the schedule. But the way this show is done, with no real obligations to anyone, I'm not sure how successful we'll be at that. My experience has been you can't even know who will be here at all

until the last few days before the show. That makes it hard to honestly commit to Sunday. We have to publish a schedule that the public can count on months in advance, yet we don't know a real count of rooms until days before the show. How do we handle that?

Subject: Re: Planning for LSAF '10
Posted by [DRCope](#) on Sat, 27 Jun 2009 12:55:40 GMT
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I think we can enlarge the exhibiting base, (mfrs, dealers maybe), by including Sunday, and those folks are more likely to stay Sunday 'cause it's business in addition to fun. I don't think it's the kind of show where it's desirable to *force" anybody to do anything (except observe a ceiling on SPL.)

Shane - I have 30 in mind as a sensible critical mass to work toward, too. I'll help recruit exhibitors, work on getting a date swap deal with AK and help promote it once it's set.

If we can get some more exhibitors, I think it would be good to advertise Sunday, with a proviso that individual exhibitors will fade out through the course of the day.

Subject: Re: Planning for LSAF '10
Posted by [Shane](#) on Fri, 24 Jul 2009 04:42:30 GMT
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Ok folks!

I've got emails out to everyone who attended I believe. I've had several replies already and hope to have all comments in in the next week or two. I will email again to everyone who hasn't responded by this weekend in case their SPAM filter caught it.

We've had several good ideas and comments, but I will wait till I have as much in as I'm going to get then report the consensus here on this thread. Then we can go from there.

I guess I've volunteered my services for next year?

Subject: Re: Planning for LSAF '10
Posted by [Wayne Parham](#) on Fri, 24 Jul 2009 04:45:31 GMT
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Please do, if you can.

You have been AWESOME and I appreciate all you've done, so much!

Subject: Re: Planning for LSAF '10
Posted by [PR Audio](#) on Sat, 01 Aug 2009 04:11:55 GMT
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Hi, Wayne, all,

Here's an idea from a "newbie" (me):

On the "Exhibitors" page, add a button / hyperlink under each logo. It could read "Our show schedule", or something like that. This link will go to a page for that exhibitor, stating their planned schedule (and perhaps the overall show schedule, as well.) IMO, whenever possible, that page should be on the exhibitor's own web site (unless they do not have a site, or unless they just do not want to host it for some reason.)*

Separately, I also think exhibitors should be encouraged to promote the LSAF on their own sites, with a link or links back to the LSAF site.**

This would all take a little effort, but should be worth it.

*One possible negative to posted / more or less set schedules is that for small operations, especially from out of town, it is sort of an Internet-wide invitation to get burglarized. But, there are ways, direct and indirect, to mitigate that...

**BTW, whoever now has the pics that were taken in my (PR Audio) room, I sure would like to have copies e-mailed to me (1MB max. each file, please.) I'd love to put a couple on my site, and otherwise promote the show. (I put a little "blurb" on the News page on my site, for this year's show, but would like to do more.) Thanks!!

Subject: Re: Planning for LSAF '10
Posted by [Wayne Parham](#) on Sat, 01 Aug 2009 14:30:10 GMT
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That's a great idea, Paul!

Subject: Re: LSAF 2010 Planning
Posted by [Shane](#) on Tue, 13 Oct 2009 12:55:26 GMT
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Ok folks, after many a dead month on this topic, it's time to start the ball rolling. I emailed everyone who exhibited this year, several times, but got a very limited response. For those of you who did, I thank you very much for your comments and suggestions!!!

We need to narrow a weekend down. There were as many for as against Father's Day weekend, so no consensus there. So we are back to square one.

I've not contacted Dave yet to see if an AK weekend swap is possible, but if not we are probably looking either a month before or after again.

Subject: Re: LSAF 2010 Planning
Posted by [Wayne Parham](#) on Tue, 13 Oct 2009 14:20:37 GMT
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Well, I'm pretty much in whenever we have it. I understand your plight - that's how it always was for me too. Nobody really makes any movement until the weekend prior, then they book a room and you see them there. But still, it's our show and I love it!

Anyway, the point is, this is probably a "throw a dart at the calendar" kind of deal. My favorite is go back to where we always had it, first weekend in May. That's our spot, and I think it works best for Dallas too. It usually hasn't gotten brutally hot yet and it's close to Cinco de Mayo. But whatever date we choose, I'll be there.

Subject: Re: LSAF 2010 Planning
Posted by [AudioFred](#) on Tue, 13 Oct 2009 17:08:53 GMT
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AK Fest is May 1st & 2nd. I would avoid that weekend. May 9th is Mother's Day. The long weekend of May 28-31 is Memorial Day weekend. The weekends of May 14-16 and 21-23 appear to be conflict-free.

Subject: Re: LSAF 2010 Planning
Posted by [Shane](#) on Tue, 13 Oct 2009 18:49:43 GMT
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AudioFred wrote on Tue, 13 October 2009 12:08AK Fest is May 1st & 2nd. I would avoid that weekend. May 9th is Mother's Day. The long weekend of May 28-31 is Memorial Day weekend. The weekends of May 14-16 and 21-23 appear to be conflict-free.

I know that the last two weeks of May are crazy for us with two kids in school. I don't know if this affects many others as I'm definitely at the younger end of the spectrum of attendees

I've heard both sides of the kids in school situation. Many don't want to waste any possible family vacation time to go to the fest after school lets out (although in my mind we're only talking a day or

three at most--not really long enough for a proper vacation IMO), but others like myself can't really get away those last two weeks of May.

Subject: Re: LSAF 2010 Planning
Posted by [Wayne Parham](#) on Tue, 13 Oct 2009 20:59:11 GMT
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Personally, I still like the first weekend in May best. But that's not fair to the companies like Audio Note that try to attend every regional show. I guess middle of May (14-16) would probably be OK, wouldn't it?

Subject: Re: LSAF 2010 Planning
Posted by [Shane](#) on Sat, 31 Oct 2009 01:59:02 GMT
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I've sent out a blanket email to everyone I contacted last year.

Right now it looks like we'll be shooting for May 14-16.

If I receive no strong objections, then I will try and contact the Embassy Suites toward the middle of November.

Subject: Re: LSAF 2010 Planning
Posted by [Wayne Parham](#) on Sat, 31 Oct 2009 02:08:27 GMT
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Awesome! I'll be there for sure.

When you've gotten the feedback and are sure, I'll update the LSAF website with the dates.

Thanks again for all you do Shane. Big time!

Subject: Re: LSAF 2010 Planning
Posted by [Shane](#) on Tue, 03 Nov 2009 04:36:51 GMT
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I want to give everyone a heads-up.

I've made a new yahoo email account for LSAF communication, as I wanted it separate from my personal account this year.

The new addy is lonestaraudiofest _ at _ yahoo _ dot _ com.

Remove the dashes, make a real dot, etc.... Ya'll know the drill.

Shane

Subject: Re: LSAF 2010 Planning
Posted by [Wayne Parham](#) on Tue, 03 Nov 2009 15:05:37 GMT
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Are we firm on the dates of May 14-16? Should we put that on the website?

Thanks again for all you've done for us the last couple years!

Subject: Re: LSAF 2010 Planning
Posted by [Shane](#) on Tue, 03 Nov 2009 16:10:54 GMT
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Not firm on the dates yet.

Give me till the 16th and I should have any responses back by then. Meanwhile I'll contact the Embassy Suites today and see about availability at that time.

Subject: Re: LSAF 2010 Planning
Posted by [Wayne Parham](#) on Tue, 03 Nov 2009 19:07:32 GMT
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OK, very good.

Subject: Re: LSAF 2010 Planning

Posted by [Shane](#) on Sat, 16 Jan 2010 06:43:13 GMT

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It's time to start inviting people!!! I sent out an initial round of invites to previous attendees right after the dates were set, but it was still early. Now that it's past the first of the year it's time to get busy. I'll be sending out a 2nd round of invites this weekend as well as posting on the Bottlehead, Head-Fi, Headwize, DIYtube forums, and possibly even AA (gasp!!). If anyone wants to post about the LSAF 2010 on forums they visit, I most wholeheartedly encourage it. It can't hurt to extend the exposure of the show. If you do post about it, if you could send me an email about what forum that would help me keep track. Also remember to refresh your post occasionally to keep it towards the top where people will see it, otherwise they get buried if they don't receive many replies.

...Shane
