

# The Federation Report

May/June 2005



**The Official Publication of the  
Federation of American Aquarium Societies**



**The Federation Report**  
11308 Donnymoor Drive  
Riverview, FL 33569

**July 1, 2005 – Nominations for Officers opened  
July 15, 2005 Nominations Postmark Deadline  
for return to President**

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|                   |                             |                   |                             |
|-------------------|-----------------------------|-------------------|-----------------------------|
| <b>Deadlines:</b> | <b>Must be received by:</b> | <b>Deadlines:</b> | <b>Must be received by:</b> |
| January Issue     | December 10th               | July Issue        | June 10th                   |
| March Issue       | February 10th               | Sept. Issue       | August 10th                 |
| May Issue         | April 10th                  | Nov. Issue        | October 10th                |

Items submitted for **Calendar of Events** must be submitted by the deadline of the previous issue.

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# President's Message



Jerry Montgomery  
*President*

This year is really going fast, it is half over and it seems like it just begun. I hope that your club activities are going well. I had the opportunity to go to the last day of the ALA Convention in Indianapolis. It is always nice to see old friends and meet new folks as well. I wish I had the opportunity to travel more and meet more of you than I have. If you have anything you'd like to discuss with me feel free to call me or drop me a note by email. I would be happy to give you a call and chat about your concerns for the hobby.

Please be sure to keep your contact information up to date so FAAS can keep you informed on issues related to the hobby and provide you information on the various activities and award programs in which your members may participate. The BOD would like to hear from you at any time if you have concerns or ideas that would benefit the hobby or improve FAAS. We are always looking for more member participation/input and welcome your comments and suggestion. Take advantage of listing your events in the Federation Report when possible, I am amazed that more events are not included so others know what is going on in your area. Please try to get your information to the FR editor in time to be listed.

Is your group participating in the Delegates' Council discussions yet? If not it just takes an email to the Chair of the Council and your involved. This is a great way to stay on top of what is going on and also a way of getting things brought up that may be of concern to your group. Get involved today send Alexander Priest your request to participate. Lets work together and make a difference in the aquarium hobby we all love.



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# Calendar Of Events

July 2005

## July 16, 2005 - Saturday Champaign Area Fish Exchange Summer Auction

Urbana Civic Center  
108 Water Street  
Urbana, IL.

The doors open at 8:00AM for registration, Auction begins at 10:30 AM. Anything related to the aquarium hobby may be presented for sale at this event. Fish, plants, food, equipment, etc will most likely be there. For more information contact Mark 217-428-6133 or email [guppymom\\_2000@yahoo.com](mailto:guppymom_2000@yahoo.com) or Jerry 217-359-6707 or email [jmont@insightbb.com](mailto:jmont@insightbb.com) This event is open to the Public Free Admission.



# Committee Update

## Advertising

nothing to report this month

## Aquatic Photography Awards

no response received

## Awards

no response received

## Breeder's Award Program

no response received

## Computer/Website

see article

## Delegates

see article

## Elections

no response received

## Federation Liaison

no response received

## Horticulture Awards Program

no response received

## Legislation – Canada

no response received

## Legislation – USA

no response received

## Membership

nothing to report this month

## Nominations

no response received

## Programs

**We urgently need help and new materials for new programs – please contact Jerry Montgomery and volunterr.**

## Publication Awards Program

Awards to be published July/August 2005

## Publishing

nothing to report this month

## Sales

no response received

## Show Sanctioning

no response received



# Membership & Publication Committee



Judi J. Peterson

*Publication and Membership Chairman*

I need to apologize for the delay in getting the newsletter out. John and I have been ill with a bronchial upper respiratory infection since the middle of April. We have been in and out of the hospital and through four regimens of antibiotics and still can't seem to shake the virus/bacterial infections.

The other problem is that with the exception of the following writers, Rick Borstein, Roger Halleen, Jerry Montgomery and Al Priest, very few others seem to want to contribute to the newsletter, not even to include their events in the Calendar of Events. This is very discouraging and unfortunately, I really don't know what to do about it.

I requested in the last newsletter for anyone that was reading the newsletter to email me and let me know. I received three responses.

We have the opportunity for our organization to make a difference in the industry and are not living up to our potential. Many of our clubs are not even members of the Delegates' Council and for those of you that are not members you are missing out on a great opportunity. The Council has made enormous contributions to the structure and management of many of FAAS's programs.

I realize that I am not the only Board member that gets frustrated, but society participation is just not what it should be. Just from seeing the number of entries in the Publication Awards participation, it is obvious that most of your organizations are not participating. You are the backbone of FAAS, so please get involved. Help out one of the committees, write articles, run for a board position, help put programs together or just talk with nonmember clubs and help us increase our membership. We need your participation.

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# Delegates' Council Report



Al Priest  
*Chair, FAAS Delegates' Council*

First, I want to welcome Marti Horan from the Eastern Iowa Aquarium Association to the Delegates Council. If anyone reading this in the FAAS Report whose society is NOT represented wants to have his or her society represented on the Delegates Council, that person need only do what Marti did, which was to have an officer of that society (or that society's current FAAS delegate) send me an e-mail with the name and e-mail address of a person to represent that society on the Council.

It has been a while since my last Delegates Council e-mail. Mainly, I have been waiting (hoping) that one or more of the delegates will initiate a message chain. That has not happened. I recently turned over the job of Exchange Editor for my society to someone else. But, just before I did, I got an exchange from a FAAS member society whose FAAS delegate was commenting on the fact that FAAS does not seem to be doing much for their society. I was very tempted to write to that person to say that FAAS has a Delegates Council, that the Council is where new ideas for FAAS projects can be discussed and debated, and that the Council has an extremely good track record in getting FAAS to adopt all or most of our recommendations. But, instead of writing to that one person, I am writing to all of the Council delegates via this e-mail, and to all the FAAS delegates or society representatives who read this in the FAAS Report. Do you have any ideas for improvement in any current FAAS program, such as the Photo Awards, the Publication Awards, the Breeders Awards, Horticultural Awards, Show Sanctioning, or the Website Awards (this last program brought about as a direct result of a suggestion by a member of the Delegates' Council)?

So, what kind of recommendations can you make to make FAAS

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# Expired Or Expiring Memberships

**Robert Rofen 3/05**

**Champaign Area Fish Exchange 5/05**

**Federation of Texas Aquarium Societies 8/05**

**Greater Chicago Aquarium Society 3/05**

**Greater Pittsburgh Aquarium Society, Inc. 12/04**

**Heart Of America Aquarium Society 2/05**

**Medina County Aquarium Society 7/05**

**Minnesota Aquatium Society 6/05**

**Northeast Philadelphia Aquarium Society 6/05**

**South Jersey Tropical Fish Association 1/05**

**Southwestern Michigan Aquarium Society 6/05**

**Tri-County Tropical Fish Society 8/05**

**PLEASE REMEMBER, IF YOUR MEMBERSHIP IS NOT CURRENT, YOU CAN NOT PARTICIPATE IN ANY OF OUR AWARD PROGRAMS.**



## IMPORTANT NOTICE

**Please use the following addresses:**

**Jerry Montgomery – [jmont@insightbb.com](mailto:jmont@insightbb.com)**

**Judi Petetson – [jpeter30@tanpabay.rr.com](mailto:jpeter30@tanpabay.rr.com)**

**Rick Bornstein – [bornstein@yahoo.com](mailto:bornstein@yahoo.com)**

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**Delegate's Council  
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**Membership and Publication  
con't from page 3**

I would also like to ask all of you how you would feel about the newsletter becoming an electronic newsletter. This would save FAAS a lot of money in printing and mailing cost. Please email me at jpeter30@tampabay.rr.com and let me know your opinions. I am also going to ask the Delegates' Council to investigate the possibility of making the Federation Report an electronic newsletter.

I hope each of you have a great summer and look forward to more involvement from all of our societies.



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**Delegate's Council  
con't from page 4**

more responsive to your society? Well, that is entirely up to you. Maybe FAAS should expand its Breeders Award program to provide special recognition for fish on the "Red List" (<http://www.redlist.org/>). Maybe the photo awards, instead of having a judging category for "Electronic Format" restricted to jpeg or gif files submitted on disk, this category should include ALL digital photos, including those rendered into hard copy (that, is, printed out), so that film photos are not competing with images that could have been enhanced or manipulated with Photoshop®, Paint Shop Pro® or similar computer graphic programs. Maybe you'd like to see some changes in the categories for the Publications Awards. Recently, the Delegates' Council discussed the pros and cons of having an award for a reprint in a society publication if that reprint was never submitted for a FAAS Publication Awards, and was written by a then current member of the society. That idea was voted down by the Council and never submitted to the FAAS Board. But several suggested changes to the publications awards recommended by the Council have been adopted.

Go back to your societies, to both the governing board members and the regular members. Tell them that your society is a member of an organization consisting of many aquarium societies. Let them know about the current programs FAAS has, and get their thoughts and ideas about how FAAS can serve your society better. Then, take those thoughts and ideas and bring them to the Delegates Council for discussion.

Rick Borstein, the FAAS Webmaster, has asked me to remind the members of the Delegates Council that any FAAS member society can have an event posted on the FAAS website. Rick's e-mail is: borstein@yahoo.com.

**SENT TO:**

Asociacion de Acuistas de Aguadilla Carmelo Matos carmelo.matos@hp.com  
Champaign Area Fish Exchange Carie Nixon cnixon@uiuc.edu  
Cleveland Aquarium Society Alan Robbins alanr@brightdsl.net  
C.O.A.S.T. Brian Downing monicabrian@email.msn.com  
Colorado Aquarium Society Jane Scott-Kukel jsk01@canada.com  
Eastern Iowa Aquarium Association Marti Horan mjhoran@msn.com

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## On The Web



Rick Borstein  
*FAAS Web Master*

In this issue of *On the Web*, I'm going to tackle one of the more cutting-edge topics—web video. How can web-hosted video benefit your society? What's involved in working with web video? Read on . . .

### Video on Your Club Website

Anyone with a broadband connection to the web—that's close to 50% of all web users now—has the bandwidth to enjoy good quality video. If a picture can tell a thousand words, a video can deliver a novel! There simply isn't any substitute in some cases. For example, it is difficult to describe the spawning sequence for some fish. A nice video, well... that makes all the difference!

Video can come from a number of sources. Most digital still cameras can produce a QuickTime (.mov) or AVI file. Digital camcorders are now under \$400 US and are increasing in market penetration every year. The net effect is that consumers are now making more videos than ever before and playing them back digitally.

From an ease of use standpoint, video has plusses and minuses. On the plus side, digital video cameras are more light-sensitive than digital still cameras. It is possible to get a good video with only standard tank lighting. Still cameras must rely on a flash to get the proper exposure. Digital video cameras (and digital still cameras that support movies) can capture an entire scene. By contrast, it is difficult to pose fish and get just the shot you want. Fish don't stay still and say cheese!

Digital video, however, is more challenging to edit than digital images. A number of products to edit digital video for consumers are available—and are not difficult to use—but most people cannot creatively put together a film. Shameless plug—try Adobe Premiere Elements. It's very powerful and only \$99. It's easy to capture a

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## 2004 Publication Awards



John E. Peterson, Ph.D.  
*Publication Award Chairman*

I am sorry for the delay in judging the Publication Awards, but, as Judi stated in her article we have both been very ill and unfortunately are still fighting the problem.

I was dissappointed in the number of entries sent in from the judging, unfortunately many of our societies are not entering into the competition. I will say however, that most of the entries that were received are of higher quality with each passing year.

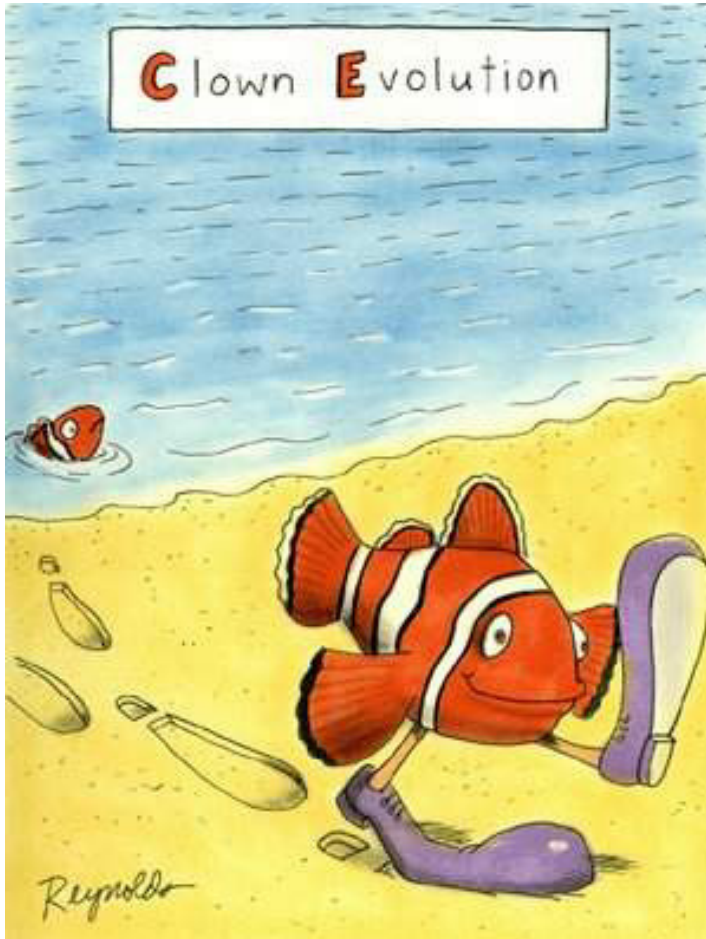
I will finish the judging as soon as humanly possible and get out the Certificates and the article for the newsletter.



**On the Web  
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Please send it on to me. I can scan paper documents, so please send them to me at R. Borstein, 337 Ronnie Drive, Buffalo Grove, IL 60089. You can an event posted on the FAAS website. rick's e-mail is: borstein@yahoo.com.

*FAAS*



Sent in by Roger Halleen

**On the Web  
con't from page 6**

video, make cuts, add titles and produce a DVD or web video. For more info, visit the Adobe website at <http://www.adobe.com/products/premiereel/main.html>.

Assuming you have some video you want to place on your site, what is issues do you need to be aware of as a webmaster?

- Format: Windows Media, Quicktime and Real (roughly in order of installed base). You can get good quality results from any of the above. To me, Windows Media format delivers the best quality at the smallest file size. Certain kinds of video—especially slideshows—seem to work better in QuickTime.
- Platform: Know your audience. Will you have only Windows users, or are there Mac users, too? Will you need to deliver your video in multiple formats with the goal of reaching as many people as possible? That might mean delivering in all the formats listed above so that nobody is left out.
- Bandwidth: Video files are large. If you download or stream, will you run into extra charges from your web host for the extra bandwidth?
- Video Size: Larger video takes more time to download or stream, but may yield a superior user experience. Will you need to deliver multiple video sizes to accommodate the bandwidth requirements of your audience?
- Video Quality: Higher quality video (with better images and higher frame rates) take more bandwidth. Quality is generally a function of the compression applied to the file.
- Audio Quality: CD-quality stereo sound takes up more space in a video file than low quality monaural sound.
- Download vs. Streaming: Will users have to download the entire file to view it or will it stream after downloading a small portion of the file?

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The last item, Download vs. Streaming, deserves some additional discussion. Unless you specifically purchase the capability at extra cost, you will not be able to stream files from your website. Streaming delivers a superior user experience. Files start playing shortly after clicking on them. Many users will give up if they have to download a large file to play it. Streaming a video (optionally) can prevent users from stealing your video product since the entire video is never cached to the user hard drive.

Adding video streaming to your site usually includes a set-up fee and extra bandwidth charges. If you intend to stream video often on your site, however, it may be a cost effective solution.

## **Streaming Video Service Providers**

From the last paragraph, you may have some doubts about the willingness of your society to fund streaming video at an additional cost of \$30 to \$100 per month. What to do?

If you have a small number of videos to stream, a Streaming Video Service Provider can offer a cost-effective solution. MPEGnation.com offers an attractive service. For only \$4.95 per month, you can stream one video up to an hour long to an unlimited number of site visitors for six months. For \$19.95 per file, you can stream it for five years.

Working with MPEGnation is relatively simple. Sign up online through their website, then upload your video (up to 1GB). MPEGnation will create a Windows Media version of the file and send you a link to the web-hosted video. For an additional few dollars, you can also create a QuickTime version. MPEGnation hosts the video in a separate window. All you need to do on your site is create a link to the video.

Examples I have seen on MPEGnation play smoothly. One reason MPEGnation is inexpensive is that they sell advertising surrounding your video. MPEGnation does not sell advertising to adult-themed vendors, fortunately! Still, MPEGnation is a good, cost-effective solution for a society.

## **Streaming Video Ideas**

What kinds of videos make sense for your website?

I encourage you to use video “surgically” to support your club goals. How can telling a story via video improve upon other forms of communication? Here are a few ideas:

- Membership Pitch Video  
Produce a short video that sells your site visitors on the benefits of joining your club. This video might include a short history of your club, review what happens at a meeting (speaker, bowl show, auction), discuss members-only benefits such as trips and award programs, and special events such as auctions, swap meets and conventions. I would suggest keeping this video less than 5 minutes in length.
- Meeting Presentation  
You could create a members-only area and post videos of monthly speakers. Your members can't make every meeting. This is a nice benefit.
- Special Events Videos  
Produce a short video pitching your society auction. Include sections on how to sign up, how to bag fish, selling tips, etc.

I'm here to help...

If you would like some advice or a critique of your club's web site, email me at [webmaster@gcca.net](mailto:webmaster@gcca.net). I've recently reviewed a couple of society sites and provided—I believe—good meaningful feedback to the society webmasters. Don't be afraid to contact me. I will be gentle, I promise!

### **A Plea for Content**

I would like to add relevant content to the FAAS.INFO website. Do you have old copies of the *Federation Report* or information you would like to see posted on the FAAS website?