



# GEOHERMAL RESOURCES COUNCIL

(916) 758-2360 • P.O. Box 98 • Davis, California 95616

DAVID N. ANDERSON  
Executive Director

BEVERLY A. HALL  
Assistant Executive Director

August 2, 1979

Duncan Foley  
Earth Science Lab, University of Utah Research Institute  
420 Chipeta Way, Suite 120  
Salt Lake City, UT 84108

RE: Your submitted paper, "STATE COUPLED RESOURCE ASSESSMENT PROGRAM - AN UPDATE"

Dear Mr. Foley:

The Technical Program Committee for the Geothermal Resources Council's 1979 Annual Meeting has carefully reviewed the papers submitted. In the opinion of the committee, your paper is well suited for presentation at the Poster Session on Tuesday, September 25, from 2:00 to 5:00 p.m.

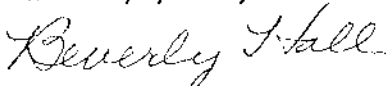
Enclosed please find a general article on "POSTER SESSIONS" which gives suggestions for an effective poster session presentation and a POSTER SESSION INFORMATION sheet which describes the specific set-up at the MGM Grand. At the bottom of this latter sheet is a form which should be returned to the Council office by 23 August 1979.

There will be approximately 50 poster sessions held during the afternoon. Each speaker is assigned to a specific poster-booth area; yours will be No. P-37. Please note that you are asked to be present in your area for a minimum of a one-hour period during the afternoon, as indicated on the form. The times that you will be present will be printed in the Final Program as well as posted in the assigned booth area so that the meeting attendees can be sure of hearing your presentation.

The paper submitted by you will be printed in the Transactions volume that will be distributed to participants at the meeting, unless you specifically requested that we do not do so on the Author's Submittal form which accompanied your paper.

Thank you for your contribution to the 1979 Annual Meeting technical program. If you have any questions concerning your poster session, please don't hesitate to call or write.

Sincerely yours,



Beverly A. Hall  
Meeting Coordinator  
for

Robert O. Fournier, U.S. Geological Survey  
Gary W. Crosby, Phillips Petroleum Co.  
Annual Meeting Technical Program Co-Chairmen

Bob Greider, *President*

Ronald C. Barr, *Vice President*

C. W. Berge, *Vice President*

Leo Parchman, *Vice President*

John Lund, *Vice President*

Phil LaMori, *Secretary-Treasurer*

## POSTER SESSIONS

The following information is adapted in part from an article published in *GSA News & Information*, Vol. 1, No. 2 (February 1979), entitled "Poster Sessions: An alternative to formal oral presentations" by R.C. Severson, L.P. Gough and J.M. McNeal of the U.S. Geological Survey, Denver, and L.H. Ropes of Graphics for Technical Communications, Inc., Lakewood, CO.

### WHAT IS A POSTER SESSION?

A poster session is an assemblage of graphic wall displays that are prepared by the authors, who will be in attendance. The displays are in a single room, grouped according to subject matter. The audience can move about at their own pace and discuss in detail the material presented.

### WHY HAVE A POSTER SESSION?

- a) Poster sessions provide a unique opportunity at meetings for participants who wish to have close contact with both a general cross section of attendees and with specialists in their particular field.
- b) Initially, some societies considered the poster session merely as a means of relieving pressure on the generally crowded schedule of oral presentations. Now, however, most have come to realize that certain types of information can be presented more effectively and efficiently by using this alternative means of communication.
- c) Posters allow considerable variety in graphic displays, such as maps, charts, photographs and computer output, and may also include carefully worded statements, claims, conclusions and principles. Viewers may evaluate this information at their own pace; thus they have time to contemplate, discuss and return to review posters of interest.
- d) For authors, the opportunity for individual contact and extended dialogue is rewarding. Many authors and attendees feel more comfortable in a leisurely discussion than in a condensed, formal, oral presentation.

### HOW SHOULD A POSTER DISPLAY BE PREPARED?

Thoughtfully organized posters should provide an ordered, logical path along which the viewer is led. This can be easily accomplished by the use of arrows and colors and by the general organization of the poster. The main points of the poster should be clear, and the flow of the discussion should be readily apparent to the viewer. In general, the convention of Western culture suggests that the line of thought should proceed from upper left to lower right. As in any presentation, it is best to choose a representative example of the principles being considered and follow it through from beginning to end, so that the viewer may readily understand how the data support the conclusions.

In order to attract attention, the title, purpose and conclusions should be emphasized by color, print size, location on the poster or by combinations of these factors. A poster, like an oral presentation, should avoid excessive detail; therefore, discussion, graphs and tables should be simple. The more important material should be emphasized by size or highlighted with color, while minor details should be subordinated or omitted. A handout can be made available to present more detail if desirable.

Durability, cost of production, assembly and ease of transport of poster material must be considered by authors in the planning stages. Posters can be assembled at the meeting by attaching page-size material to the boards provided. Posters can also be assembled in advance on panels of convenient size. Such preassembled posters can be transported on air lines either as carry-on luggage or as cargo. It would be prudent to check with the air line prior to poster construction to determine the dimensions of large rigid items that can be accommodated in the cabin.

Efficient art production and poster durability can be enhanced by working first with small, paste-up art work. Large photos or other prints of the small-scale assembled material can easily be attached to lightweight panels of foam-core board. Color can then be added as needed. In case of disastrous loss, this method provides the author with some means of recovery through the use of the original art work. This type of poster construction is often done by a professional graphics designer. However, a poster that is not professionally prepared can be just as effective. In fact, author-prepared posters are more common than professionally prepared posters. The use of large-type typewriters, lettering tools, typeset printing and even careful hand-lettering have all been successful. In any case, lettering should be sufficiently large for most of the messages to be legible at a distance of 4 to 6 feet.

Geothermal Resources Council  
 1979 ANNUAL MEETING  
 MGM Grand Hotel, Reno, Nevada

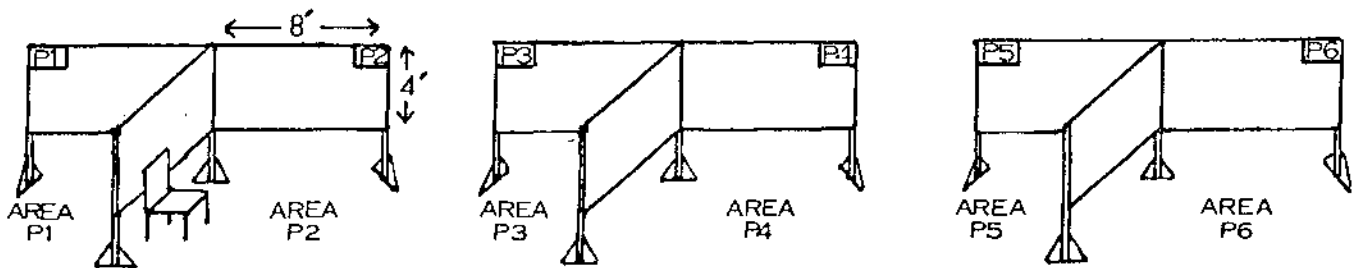
POSTER SESSION INFORMATION  
 Tuesday, September 25, 1979  
 2:00-5:00 p.m.

The Poster Sessions at the 1979 Annual Meeting will be held Tuesday, 25 September, from 2:00 to 5:00 p.m. in the Broadway Room of the MGM Grand Hotel. The poster displays must be in place by 2:00 p.m. when the Session opens and may not be removed prior to 5:00 p.m. Each speaker is asked to be present in his poster-booth area for a minimum of one hour during this period. Please indicate on the form below the times that you will be present. These times will be printed in the Final Program of the meeting and posted in your poster-booth area.

Each Poster Session speaker has been assigned a specific poster-booth area (see the accompanying letter for your booth area number). A layout diagram showing the exact location of your booth area in the Broadway Room will be mailed to you prior to the meeting. Please do not exchange booth areas with anyone without consulting the Council, as the booth areas have been assigned in a particular sequence.

The poster-booth area will consist of two 4x8-foot tackboards (bulletin boards that will take either thumbtacks or staples) and a chair (for tired speakers). The tackboards will be placed at right angles to one another, as illustrated below. You may display your materials in any fashion you choose on these two tackboards.

The booth areas will be in place by noon on Tuesday, and you will have from noon until 2:00 p.m. to set up your materials. We feel that it is very important to a successful poster session that all materials be up and ready for viewing when the session starts at 2:00 p.m. Your cooperation in this will be much appreciated.



ETC.

Return to GEOTHERMAL RESOURCES COUNCIL, P.O. Box 98, Davis, CA 95616 NO LATER THAN 23 AUGUST 1979.

Name \_\_\_\_\_ Phone No. \_\_\_\_\_

I WILL BE PRESENT IN MY POSTER-BOOTH AREA DURING THE FOLLOWING HOURS (this information will be printed in the Final Program). Check one (or more, if you plan to be present more than one hour) of the following:

\_\_\_ 2:00-3:00 p.m.                      \_\_\_ 3:00-4:00 p.m.                      \_\_\_ 4:00-5:00 p.m.  
 \_\_\_ 2:30-3:30 p.m.                      \_\_\_ 3:30-4:30 p.m.