

Transformus' 2010 After Burn Report



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Introduction

Transformus 2010 has come and gone, and as the hot days of summer slide into this crisp winter, it's time to reflect on this year's event and start the circle once again. "The Year of the Drowned Dragon," as I am calling the seventh Transformus, was challenging in terms of the rain, but once again Mysterians proved that a little weather will not keep us from making the magic that is Transformus. We tried some new things, catering meals for volunteers and paid overnight staff for EMS and Gate, allowing our family more time to participate within their camps and community. We raised the cap, and for all intents and purposes reached it, selling 1724 tickets. We again increased our budgets for Creativity Grants, the Temple and the Effigy, and had the best volunteer turn-out to help run the largest event we've ever seen. Thanks to each and every one of you for your hard work and for being a part of this amazing effort.

On a personal note, when I came up with the name "Transformus" almost 8 years ago, it was my hope that this thing we do on the mountain would change people's lives, and I truly believe we have accomplished that lofty goal. There are legions of Mysterians who see this event as a center stone in their lives, lasting friendships have been forged, partnerships and marriages have grown out of chance meetings on the mountain, babies have been conceived, and many lives have been transformed. For some it is spiritual, for others it is social, and for others it is something new and exciting that they want to do again and again, be it in the Blue Ridge, in the hills of North Georgia, the live oaks in Florida, or on the Black Rock Desert. It is a life that we share, and the bonds formed transcend far into Camp Reality.

As I leave the Transformus Board of Directors, I'd like to thank you all for the gift you have given me in opening yourselves up to the experiences we have shared. I feel a bit like the parent sending their kid off to college, letting go of a child and placing her care in the hands of those whom I love and trust with her as she continues to grow. My thanks also to all my fellow board members past and present. We have laughed and cried together, argued and compromised, and worked hard to help Transformus live up to her name. Finally, I would like to thank one amazing woman, in particular – Debra aka G8Kpr – since we first walked Deerfields those many years ago, and envisioned what a beautiful thing we could do together, you have been my dear friend and ally. A sounding board when I was frustrated and the voice of encouragement when things seemed to be spiraling out of control. As we both step down from the board, and trust the care of our "baby" to the capable hands of others, I am excited for the future and secure in the knowledge that lives will continue to be changed forever by Transformus and the burner ethos. Thanks to all Mysterians: past, present and future. You have been, are, and will continue to be Transformus!

WordPlay

The Set Up

Transformus is a volunteer-run not-for-profit Limited Liability Corporation (LLC) incorporated in the state of North Carolina. Throughout Transformus' seven-year history, its Board of Directors (BOD) has fluctuated in size and levels of responsibility. The 2010 BOD are G8Kpr, Vespa, WordPlay and DTR. For a second year, in response to the community's desire for a larger role in the planning and execution of the event, a Planning Committee (PC) handled planning in conjunction with the BOD. A request for applications was put on the website, and from the 13 that applied to serve on the PC, 4 were chosen. Kitty Love, Armadillo, Treat, and M.A.R.K. joined returning PC members Winter Sun and sauce. The Transformus BOD would like to personally thank all former PC members for their hard work, dedication and commitment to this event and community.

Shortly after Transformus 2010 we had a few members step off the PC, and two founding BOD members retired. In light of these actions, the BOD and PC decided to form one single planning group, to better streamline the organic planning of Transformus.

The hope of the new 2011 BOD – which now consists of DTR, Vespa, M.A.R.K, sauce, and Treat – is to recreate and improve the organization of this thing called Transformus. Empowering all of next year's Team Leads will be a top priority as we streamline the planning process towards "a burn in a box/event template" mentality. Having a balance of new and old BOD members should bring new light and experienced leadership to serve the Transformus community in 2011.

Financials

The following is a breakdown of all Transformus, LLC financials in detail for 2010. These numbers are subject to change after a yearend review by our CPA in early 2011.

Revenue

Invitations Total	\$138,000.00
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Expenses

Land rental	\$56,500.00
Team budgets	\$14,004.03
Art grants	\$13,499.00
Donations	\$750.00
Office	\$753.67
Taxes	\$11,709.34
Fees	\$4,557.22
Travel	\$1,601.60

Education and training	\$125.63
Rental	\$2,613.56
Equipment purchases	\$404.71
Insurance	\$2,993.90
Professional services	\$4,725.71
Legal	\$150.00
Accounting	\$445.00
Website	\$2,724.85
Security	\$7,750.00
Golf carts	\$4,579.38
Volunteer meals	\$4,083.42
Miscellaneous	\$1,111.39
Subtotal expenses	\$135,085.41
Minus income	\$138,000.00
Total revenue	\$2,914.59

Breakdown of Additional Costs:

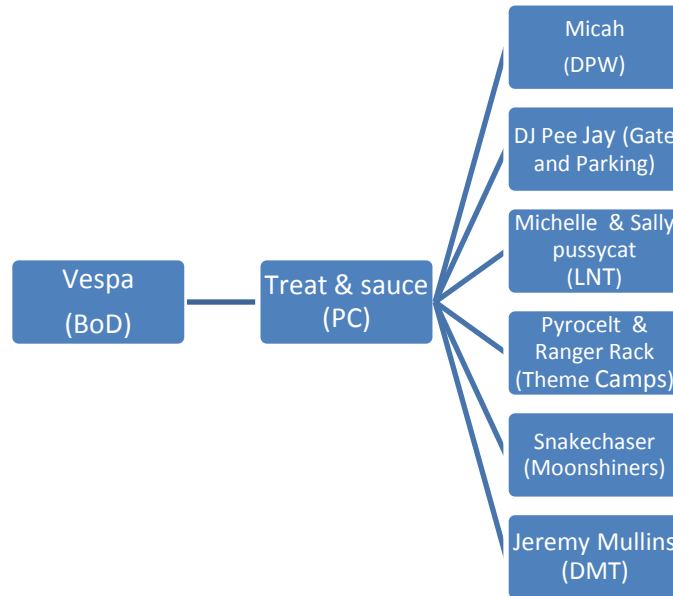
This year we incurred several additional costs that had never been delegated money before. The breakdown of these costs was due in part to increasing the population size of Mysteria. The additional services were provided to assist our volunteers and make everyone's Transformus experience more enjoyable and safe. The additional services are as follows:

- Volunteer meals
- Overnight emergency medical services
- Increased team budgets
- Additional rental radios to compliment the ones we own
- Additional golf cart rentals
- Additional insurance

Another big expense new in 2010 was the use of a third-party ticket vendor. We outsourced the entire ticket process to Admit One. The total cost for using their services was \$6,356.98. This total was accumulated with all of the service fees and processing fees for using their equipment on-site and fees associated with on-line ticketing services. Another new cost we had this year was the loss of our Leave No Trace deposit due to the amount of mess left behind by our community.

Site Management

Department of Public Works (DPW) org structure



Recap of Leave No Trace (LNT)

Former team leads Michelle and Sally Pussycat returned for a third year to lead the 2010 LNT team. Education was a primary focus, with LNT notices placed inside and outside port-a-potties. Volunteers made rounds to pick up trash throughout the weekend, and each Theme Camp had an appointed LNT point-person. The increase of 600 participants over last year did create more trash, and several bags were found by the landowner post event. The team usually has approximately one dozen volunteers stay through Tuesday, at the landowners' request, but the security team ran off those volunteers Monday morning. For 2011 we plan to sit down together with the landowner, board and security to ensure we're all in agreement as to what the contract states and who is allowed to remain on-property through Tuesday.

We however, as a whole, left behind a huge mess this year, and our damage deposit was not returned as a result. We know that it rained like cats and dogs, but together we must work harder next year to ensure there are no hidden bags of trash and everyone "packs out *everything* they pack in."

Gate & Parking

This year, the Gate and Parking teams were consolidated into one group, and DeeJay Pee Jay and her husband stepped to take on a challenging task. Gate processing went more smoothly than ever, due to the adoption of a new outsourced ticketing system with scanners provided by Admit One and solid volunteers.

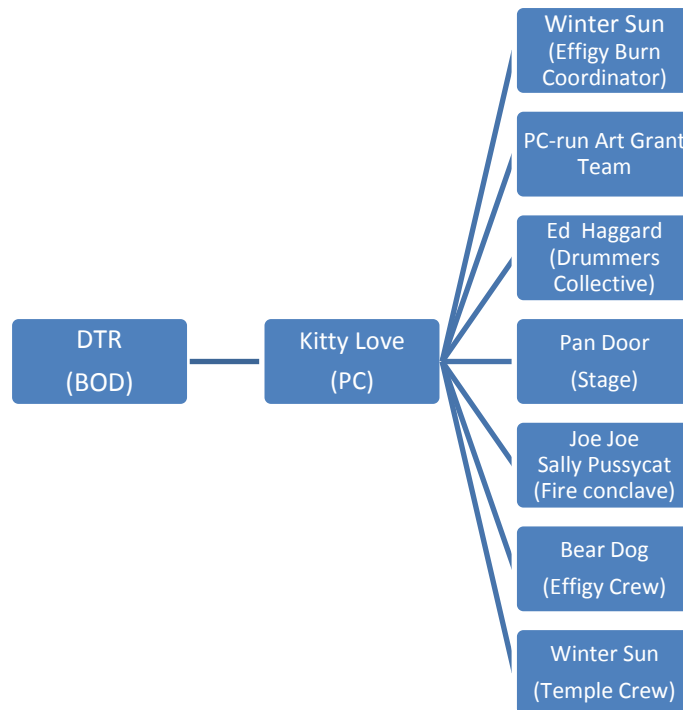
The parking situation was faced with immense challenges post-event due to the most rainfall ever seen at Transformus. As everyone will remember, the parking lot was at times a gooey field of mud. Our amazing volunteers and several locals rose to the occasion and got everyone in and out of the slippery mess with little damage. The geographic challenges of getting everyone in and out our beautiful mountain home are many. Thanks to all for their patients during exodus. A new volunteer team has been created to help better manage your departure in 2011.

Land Set Up & Port-a-John

A huge thank you goes out to Jeremy Mullins and his amazing volunteers, who *again* ran our Department of Mutant Transit (DMT) team. If it wasn't for them, Mysteria would not function. Please give these men and women the thanks they deserve. The overall placement of general camping, facilities, theme camps, and art was very effective and efficient, thanks Pyrocelt. The roads and land got hammered by record setting rain, which caused for harsh washouts and minor damage. Port-a-johns were cleaned regularly, and taken care of by a contract. For next year, we plan on returning the port-a-johns to the burn field, as they were missed.

Art & Theme Camps

Art Teams' Org Structure



Creativity Grants

There were 21 Creativity Grants awarded this year totaling \$13,499. Recipients from 8 states (NC, GA, PA, MA, VA, TN, OH and KY) brought their creative and artistic visions to the mountain. The varied installations were provocative, interactive and inspirational. Over the past five events, Transformus' own community members have awarded over 25K in the form of Creativity Grants. The twenty-one 2010 projects awarded grants are as follows:

1. Giftng Orbs, Kathryn Sclavi & Melinda Essig, Philadelphia PA; gifting spaces throughout Mysteria.
2. Triborealis, Jordan Leonard & Bash, Wilmington NC; triangular art-spaces suspended from trees.
3. Nightmare Display & Art Wall, Kelly Warfield, Harriman, TN nightmare holiday space and community wall.
4. Flaming Lawn Darts, Brian Smith, Burlington & Greensboro NC; lawn dart target practice, with fire.
5. The Light Forest, Michael Starseed, Charlotte NC; miniature hillside bonsai forest environment to explore.
6. The Shaft, Phillip Kegas McCabe; Louisville, KY; 14-foot sliding board, down to the balls.
7. That Tea is Toxic!, Jessamyn Bailey, Greensboro NC; join a family at dinner and perceive Mysterians through the eyes of outsiders.
8. Modulating Tesla Coil, David Barron, Richmand VA; audio modulated solid-state Tesla Coil.
9. Shibari Sculpture Garden, Zac Bailey & Pyrocelt, Greensboro NC; bound-human sculpture gardens.
10. New Letterbox, Amy Barker, Somerville MA; gift letterboxes hidden around Mysteria.
11. Effigy Pyrotechnics, Kass; Greensboro NC; more spark for Saturday night.
12. Beauty and Ice, Scott Meeker & Jody Schiesser/You Are Beautiful, Savanna GA; lantern globes made of ice.
13. Fire Fountain, Logan MacSporran, Asheville NC; sculpture incorporating water, steel, glass, and fire.
14. The Magnificent Mood Machine, Alex Mizell/Church of the Clownicorn; Atlanta GA; art project harnessing the hypnotic powers of light and sound.
15. Arctia, Jonathan Fyn Buttry, Atlanta GA; providing community coolness.
16. Dragon of Compassion, Ryan Mathern & Shannon Kelly, Atlanta GA; fire breathing cauldron.
17. SpinRevolution, Dorn Mr Crispy Pentes; Charlotte NC; large-scale video installation.
18. The Dragon of Mysteria, Mehl and Gail, Blowing Rock and Charlotte NC; Mysterian-formed dragon celebration.
19. 3H, Jesse English, Boiling Springs NC; Ham, HAM radio and Hammocks, united into one experience.
20. ATM, DeVon Tolson, Raleigh NC; Automatic Transformus Meme for the Mysteria city center.
21. Unidentified Fluxion Utterance, Bogdan Ghenea, Columbus OH; Interactive sound art on the lower lake.

Theme Camps

AAAhhhhh the Theme Camps! The art within camps, the scope of the various activities and experiences seemed to reach a new level this year. TCs are the pulse of the event...that thumpa thumpa...oh, and the fire...oh yes, there was fire!! A few camps combined forces and space to create ubercamps which may be the wave of the future.

The 2010 registered Theme Camps are as follows.

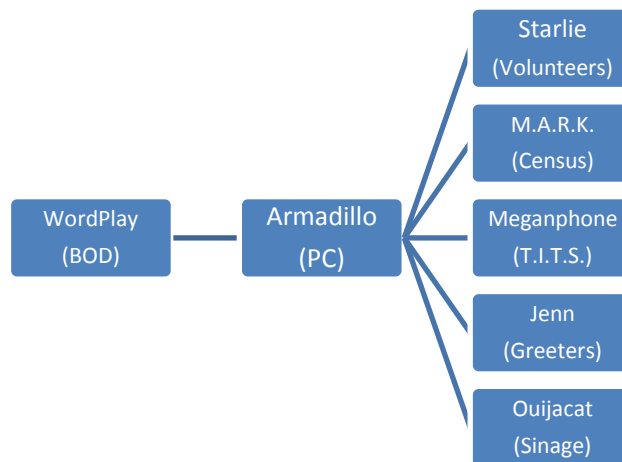
- A Bunch of Misfits
- Apple Jack
- Arrr Camp
- Bacon Camp
- Baron Samedi's VIP Lounge and Ball Pit
- Bat Country
- Bazzle Ma Roo
- Big Puffy Yellow
- Big Thumpy Yellow
- Bubble Camp
- Camp Ancient Lights
- Camp Arctica
- Camp Champ
- Camp Contact
- Camp Invisible
- Camp Lay-Z-Fux
- Camp Love Boat
- Camp Procrastination
- Camp Safety 3rd
- Camp SCIENCE
- Circus Combustus
- Color Me Crazy
- Conflagration Collective
- The AsheVegas Lounge
- D.A.M.M. Camp
- Camp Triptastic
- Color me Crazy
- Cowboy Coffee
- Crayola Camp
- D3
- Dirty Southern Burners
- Earth One
- Elders Camp/ Area 51
- Far East of Eden/ Traveling Procession of the Pagan Peach
- Food Party Camp
- F*ck Me Harder Camp
- The Green Chemist
- The Green Man Camp
- Gypsy Bar Camp
- Herhisensua
- Hot Witches Brews
- IdeaDome
- Intergalactic House of Pancakes
- Jedi Training Camp
- Kamp Krieg
- Liquid Gold
- Local Fauna
- Ludo O'Dillo's Publick House and Celtic Cinema
- The Nightmare Before Christmas
- Northern Lights
- The Party Liberation Front
- The Party Liberation Sphere Collective
- Cape Sphere
- The Party Liberation Front
- Quantum Dot
- Southern Flames
- PandaMotion
- The Philosopherz Stone
- The "Poly Haven"
- Pretty Titty Bang Bang
- Quantum Dot
- Radical Faeries
- Rhythm Paradise
- Scheherazade
- Scratch's Costume Camp
- Southern Flames
- Steam Dome and the Spine Doctors
- Taint Town

- Triptasatic - Please See: Conflagration Collective
- Virgins on the Pill
- Willow's Weaves
- Willy Wonka Experience

- Wondrous Temple of Boom
- Yin Moon
- You Are Beautiful
- ZAMA

Communications and Technology

Communications Teams' Org Structure



Ticket Processing

For the first time Transformus used an outside ticket vendor to handle processing and customer service. The overall process was by far the smoothest ticketing system ever used. We had two ticket scanners at the gate that allowed for easy entry and flow of Mysterians. The following is our 2010 ticketing announcement, as sent to our community:

Tickets to participate in Mysteria 2010 will be sold online in three batches of 550 each. Individual participants are allowed to purchase one or two tickets per person. To purchase your tickets, go to the front page of Transformus.com at the dates and times specified below, click the tickets banner at the top of the page, and complete the online purchasing process through our third-party vendor using an active debit card or credit card. 2010 event tickets are \$80.00 each. Please do not purchase more than one set of tickets – all duplicate orders will be rejected without a refund. Transformus is an 18+ event, no one under 18 will be admitted and your driver's license will be checked at the gate. Please note the below information and be fully prepared at the specific date and time:

550 tickets sold on Thursday April 8, 2010 at noon Eastern Standard Time.
550 tickets sold on Tuesday April 20, 2010 at 11 pm Eastern Standard Time.
550 tickets sold on Saturday May 1, 2010 at 8:40 pm Eastern Standard Time.

Note: *The first two batches of 1100 tickets sold out in less than ten minutes total. The third batch of 550 tickets lasted just over one week. 100 tickets were saved for critical infrastructure volunteers, allotted through an online application process. Total tickets sold were 1724 with zero comps.*

As we plan the 2011 event, we continue to look for ways to improve our ticketing process and make it even easier for *everyone* in our community to utilize.

Radio Communication

The overall radio communication for our event improved dramatically this year because we leased an additional radio communications set from a local vendor. The main base for all of our radio communication was at center camp on the main stage. This is where we had all the radio forms and chargers. The repeater was placed in a higher location which allowed for communication to take place from all areas of the event. The main people who utilized radios were core volunteers and organizers crucial to the event's infrastructure. We plan to double the amount of radios for 2011.

PR, Information, and Communication Resources

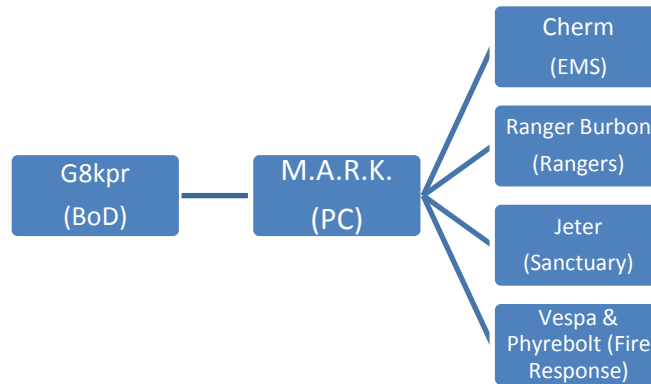
The BOD-run event website www.transformus.com remains the primary source of information for all official event info. A huge thank you to PC/BOD member M.A.R.K. for his efforts to update information and reformat virtually the entire website. The incorporation of Google Docs improved communication within the BOD and PC, as well as within the community. Some auxiliary sites and outdated transformus.com email accounts were eliminated in the effort to focus event communication within current leadership members.

Transformus continues to utilize no forms of advertising whatsoever. Our primary bit of PR news was in that the Burning Man Project reinstated our sanctioned as an Official Burning Man Regional Event. There was some concern when the *Asheville Mountain Xpress* ran Transformus in their listings of Blue Ridge area summer festivals, but ticket sales remained unaffected.

Thanks also to TITs, Beyond Joy, and the committee that worked so diligently on the *Burn This Booklet* event guide (the Who, What, When, Where guide for Transformus) compiling, printing, and disseminating – both on the website and hardcopy. This was a big success!

Health and Safety

Health and Safety Teams' Org Chart



Emergency Medical Services

Transformus used both volunteer-run and hired medical services for the first time this year.

Day shifts (8 am-8 pm) were led by Team Lead Cherm, with night shifts (8 pm-8 am) on Friday, Saturday, and Sunday handled by FLOW services. Basic first aid supplies were provided, and injuries requiring any serious medical attention were directed to the local E.R. Basic first aid training and CPR certification were required of all volunteers participating in EMS, and provided to community members free of charge at the 2009 Town Hall.

Recap of Injuries

The event saw very few significant injuries. One participant was referred to the local ER for over-hydration. The volunteer EMS team addressed a few cases of dehydration, sprains, burns and insect bites. The volunteer Rangers reported that the nights saw surprisingly few injuries as well.

Ranger Review

The Mysteria Rangers were led this year by Ranger Bourbon. Much thanks to Bourbon for his leadership. The team ran smoothly, despite some event logistics getting off to a late start. Rangers report that Transformus needs to increase their communications capacity, and have better communication with the EMS team. Bourbon proposed a number of suggestions for improving the Rangers team infrastructure, and recommended continued use of Google Groups and Google Docs for team recruitment.

Of the total 96 ranger sign-ups, 2 were confirmed no-shows, 23 worked one shift, 26 worked two shifts, 6 worked three shifts, 4 worked four shifts, and 7 worked five or more shifts. 27 did not participate. Shifts were covered fairly well, although most 4 am-8 am shifts were covered by only one ranger.

Fire Safety Review

The core group from our 2009 team returned to help again this year, with several new volunteers participating as well. We are very proud of the team we have and their participation on multiple levels during the event.

We still need to better identify those on the perimeter line for the large burns. This year, as last, we had additional people from Security, Rangers, Safety and Fire Conclave helping hold the perimeter. We enlarged the perimeter a few feet this year, so additional volunteers didn't get too toasty.

Radios worked well for us. Once again the team leads had to carry two radios, one of the older units and one of the rentals. This allowed us to stay better aware of the conditions on the ground. Several of our fire crew volunteered with Rangers and helped with entry and exodus. Better coordination is needed with theme camps, thru Beyond Joy's TC newsletters, to keep FRT better notified of flame effects in camps.

The effigy was constructed from material collected from Deerfields. It had been raining off and on during the week and on Saturday the stack sat uncovered. That moisture helped to slow the burn. Original ignition of the stack was slow, aided by a large dragon. The effigy fell to the outside of the pile. The fire started from the base then the green PLF dragon art car was brought up as part of the show, helping to further light the effigy. The effect with the community was great and the artist was very happy to participate. Transformus compensated him for a tank of propane at \$75.

The Temple burned nicely with all flame effects contained within the perimeter. Winter Sun's design and leadership were once again appreciated by all. The temple folded from a lakeside chapel into a lotus flower for Sunday night's burn.

Much thanks to both artists, who cleaned out the burn pit each morning after their burns. We had a great Transformus with many participating on the fire teams, each bringing their gifts to the fire.

What Lies Ahead

As “The Year of the Drowned Dragon” comes to a close, we can reflect fondly on our community’s past, present, and future. From former ticketing issues to this year’s rain that drowned Mysteria, we’ll always come together and create that magical city of Mysteria. Each year is beautiful in a different way, with 2010 being no exception. In the coming years we hope to create new Mysterian landscapes, each filled with more freedom, more art and even more opportunities for radical self-expression. Our mission is to empower our amazing community to create, build, transpire and lead Transformus into the future. Looking toward what lies ahead, our collective future burns bright.

You are Transformus,
The Transformus Board of Directors