

## **NCLA 2005 Conference Committee**

**May 26, 2005**

**Z. Smith Reynolds Library  
Wake Forest University  
Winston-Salem, NC**

Attendees: Robert Burgin, Chair; Wanda Brown, Local Arrangements; Bao-Chu Chang, Web; Jeanne Crisp, Program Co-Chair; Dale Cousins, Program Co-Chair; Bill Kane, Vendor Representative; Steve Kelley, Exhibits; Kim Parrott, Budget and Administrative Support; Waits Raulerson, NCLA Store; Andrea Tullos, Registration; Veronica Walker, Publicity

### **Update on Committee membership and responsibilities**

Robert announced that Wanda Brown is now handling local arrangements and that Waits Raulerson is now handling the Conference store.

### **Update on Conference store**

Waits stated that there was a good inventory left over from the 2004 store but that he wanted to order one or two new items. He suggested "Libraries Matter" bracelets, "I ♥ My Library" car stickers, and tee shirts with the NCLA and/or Conference logo (without the "2005" designation). After much discussion about which new items would be advisable, Waits was authorized to spend up to \$1,000 for new items.

The committee also agreed to give the Nancy Pearl dolls to individuals attending the readers' advisory preconference at which Nancy Pearl is speaking. Jeanne agreed to contact Lisa Sheffield about this idea.

### **Update on exhibits**

Steve announced that 36 vendors have registered so far, representing \$17,145 in income. This number is ahead of what we had in 2004, and Steve expects the pace to pick up as we get close to the conference. Steve agreed to send a list of registered vendors to Bao so that she can put this information on the conference Web site.

Robert pointed out that we may need an additional room for vendor demos and agreed to ask Rae Torrey, of the hotel/convention center, about adding this room. The committee agreed that vendors wishing to do demos (at a cost of \$200 per session) contact Jeanne to be scheduled and send payment to Robert. Vendor demos will be listed in the program.

Steve reported on a vendor of comics who can't exhibit but want to have their products included to the registrants' bags. The committee agreed that this could be treated as an advertisement and that the vendor would need to pay \$250 to have these materials included.

Steve asked whether vendor representatives can attend events like the all-conference reception or the all-conference breakfast and lunch. After much discussion, the committee decided that they could attend but that there was no need to publicize this fact or to pad our estimates for those events. It was felt that very few vendors would take advantage of the opportunity.

The committee discussed where to locate the swap and chat session and the poster sessions. It was decided to hold the swap and chat session on the stage in the exhibits area. It was also decided to reserve up to 4 booths for the poster sessions but to move those sessions to the area underneath the escalators if we need to sell the booths. Robert agreed to check with Rae Torrey to make sure that we can use the space underneath the escalators. The committee agreed that poster sessions will be scheduled during the no-conflict exhibit breaks.

Wanda asked how many people to expect for the breaks that will include coffee and ice cream. The committee decided that 400 people at each break would be reasonable. Wanda was directed to negotiate the best deal possible for these breaks.

Dale discussed the authors that Algonquin Press had offered to the conference (Clyde Edgerton, etc.), and the committee discussed ways to take advantage of these authors – including the Endowment Dinner, the all-conference breakfast, and having the authors in the Algonquin Press booth at the exhibits.

Robert announced that three vendors have agreed to sponsor events at the conference. These include Thomson/Gale, which is donating \$2,500 for the bags; Ebsco, which is donating \$2,500 for the readers' advisory preconference; and Swets, which is donating \$500 towards one of the coffee/ice cream breaks. Robert encouraged members of the committee to interest vendors in sponsorships and advertising in the conference program.

### **Update on local arrangements**

Wanda reported on several aspects of local arrangements. These included:

- ✓ Her meeting with Rae Torrey. We are obligated for 415 room-nights at the hotel and for \$14,460 in food. The food obligation is considerably less than in 2003.
- ✓ The possibility of an Internet café in room # 2, downstairs at the convention center. Robert will ask whether we can have this room. If so, the Wake Forest University Library will sponsor the café by providing 5 PCs and having their staff monitor the room.
- ✓ Wireless at the convention center and hotel. Jeanne will remind those in charge of programs that the Internet access is wireless, and Steve will remind the vendors. Individuals can pay for a T-1 connection if they like.

- ✓ The possibility of putting a PC and projector in one of the meeting rooms and scheduling sessions with needs for those in that room. Jeanne will check on the computer requirements for the sessions.
- ✓ The all-conference reception on Thursday evening. Coach USA can provide two buses for \$700. Robert will ask Gale if they would like to sponsor these buses, as they do at ALA.
- ✓ Border's. We received 15 per cent of their sales at the 2004 conference. Steve or Wanda will check with them about working at the 2005 conference. Jeanne will give Wanda a list of programs with authors so that Border's can order copies of their books.
- ✓ A banner for the opening session.
- ✓ Flowers. Wanda was given a budget of \$1,000 for flowers for the conference.
- ✓ A photographer for the conference. Wanda was given a budget of \$1,200 for a photographer.

Robert suggested that the committee "walk through" the conference and consider issues related to each of the scheduled events. As this was done, Robert also noted that several meeting rooms needed to be expanded to accommodate the expected audiences. Robert will contact Rae Torrey about these and other room-related needs. Issues related to the scheduled events included:

- ✓ Tuesday, Preconferences. There are three at present: an all-day readers' advisory preconference, an all-day staff development preconference, and a half-day preconference on downloadable audio books. Jeanne discussed the possibility of a Solinet survey workshop being held as an all-day preconference. Jeanne will negotiate with Cal Shepard of Solinet on this program.
- ✓ Tuesday, President's Dinner. Wanda will talk with Pauletta about whether this event will be held at the hotel or convention center. If it is, then Wanda will work with Pauletta on the menu.
- ✓ Tuesday, Early Bird Reception. Jeanne and Wanda will work with Jennie Hunt of the New Members Round Table to determine where the reception will be and whether it will include a showing of "Remember the Titans." Wanda will try to get space on the second floor of the hotel for the reception.
- ✓ Wednesday, Registration. Registration will run from 8:00 to 5:00. Robert will find out whether we have the SHOW ADM room for use by registration.
- ✓ Wednesday, Opening General Session. Wanda will contact the mayor of Winston-Salem and the Chair of the Forsyth County Commissioners to invite them to welcome the attendees. Wanda will also ask Lynn Sutton, the director of the Wake Forest University Reynolds Library, to welcome attendees as the host library. Pauletta will then welcome attendees and introduce Herman Boone, who will then speak. After his talk, Robert will remind attendees to visit the opening of the exhibits.
- ✓ Wednesday, Opening of the Exhibits. Pauletta and Bill Kane will cut the ribbon.
- ✓ Wednesday, Lunches. Jeanne will get the menus to the people in charge of these and will send their choices to Wanda, who will send the amount to be charged to Andrea for the registration form.

- ✓ Wednesday, Vendor Reception. Wanda and Steve will handle this event.
- ✓ Wednesday, Endowment Dinner. Dale sent Larry Hamlin a new contract for the entertainment for this event. If he does not respond soon – within a week or two – then she is authorized to contact Clyde Edgerton or one of the other Algonquin authors to speak at the dinner. Wanda will talk with Pauletta about the menu. The committee decided to set the ticket price at \$50 per person. Robert noted that this might be a good time to recognize the former presidents on NCLA. Robert will contact David Goble and Leland Park, co-chairs of the Endowment Committee, about the agenda and about finding a sponsor for the event.
- ✓ Thursday, Registration. Registration will open at 7:00 on Thursday.
- ✓ Thursday, Beta Phi Mu Breakfast. Jeanne will contact Jim Carmichael at UNC-Greensboro or Kevin Cherry at ECU to determine whether Beta Phi Mu will be having its breakfast at the conference. She will remind them that Friday is the all-conference breakfast and that they will need to hold theirs on Thursday morning.
- ✓ Thursday, Ogilvie Lecture. Pauletta will preside. Dale will contact her about this. This is the session at which the NCLA awards are presented. Robert and Dale will discuss which awards are to be given. Robert noted that this might be another good time to recognize the former presidents on NCLA.
- ✓ Thursday, All-Conference Reception. The buses start rolling at 6:30. Wanda will provide a map of and directions to the Wake Forest campus to Veronica for the conference program. Robert will contact the library schools to let them know that the library schools receptions will be part of the all-conference reception.
- ✓ Friday, Registration. Registration will close at 11:00.
- ✓ Friday, All-Conference Breakfast. Pauletta is supposed to be contacted the ALA President, Michael Gorman, about speaking. Robert will contact her about how this is progressing. If the ALA President or former President Carol Brey-Casiano cannot speak, then Dale will ask Clyde Edgerton or one of the other Algonquin authors.
- ✓ Friday, All-Conference Lunch. This is the association's business meeting, and Dale will contact the incoming officers to make sure that they attend. Steve will coordinate raffles with the vendors so that any items that they have to give away will be given away at the lunch, which will increase their visibility.

### **Update on poster sessions**

Robert reported for Lisa Williams that we have 15 poster session proposals so far and that the deadline is June 1.

### **Update on programs**

Jeanne reminded the committee that everyone must register – even outside speakers – so that everyone has a badge. She also reminded the committee that all North Carolina librarians – even those serving as speakers and volunteers – must pay to attend the conference or have their registration paid for. The committee agreed that an exception will be made for library school students who volunteer at the registration desk.

Robert announced that the State Library's LSTA Advisory Committee had agreed to provide \$10,000 for programs at the 2005 conference. These are available as NCLA program grants and follow the rules set up for those grants. Any funds that are left over may be used to pay general session speakers. Dale will contact Catherine Wilkinson, chair of the NCLA Finance Committee, about what she needs to do to obtain those funds if they are available.

### **Update on publicity**

Veronica reported that she has access to Microsoft Publisher, the software that the printer had specified for laying out the conference program.

Robert noted that three publicity items need to go out:

- ✓ Information on the conference for *Tar Heel Libraries*, which has a deadline of June 1. This could be a folded flyer, similar to what was done in 2003, for insertion into *Tar Heel Libraries*. Information on the general sessions, the preconferences, some programs, some registration costs, and vendor sponsorships could be included. Dale and Jeanne need to get information to Veronica as soon as possible so that she can get this information to Pam Jaskot.
- ✓ Pre-registration packet. A tri-fold flyer with program information, full registration information, and hotel reservation forms is needed. The committee decided to have 2,000 of these printed – 1,300 for the NCLA membership and the rest for a “deeper” penetration of the profession. Deadlines associated with this include: June 20, everything to Veronica; June 23, Veronica gets the layout to the printer; July 1, the packets are mailed out.
- ✓ Official conference program. Everything needs to go to Veronica by August 1 so that she can have it to the printer by August 23. He should be able to have the finished product by September 6, when packet stuffing begins. The committee emphasized the need to proof the program.

The committee decided that room assignments would be included in the official conference program. If this is not possible, then a separate handout will be used.

### **Update on registration**

Andrea noted that they were waiting on prices for meal functions and other events. When she and Kim have this information, then they can draft the registration form. The committee agreed that all information regarding priced events would go to Andrea by June 17.

Kim noted that the call for volunteers will go out on May 31. There will be training classes for all volunteers. Volunteers will receive either an additional discount or some savings on purchases at the conference store.

Kim discussed bags and showed committee members some options. Thomson/Gale has agreed to sponsor the bags for \$2,500, so Kim was asked to spend around that amount.

Kim also discussed badge holders and was advised to stay under \$2,000.

Robert forgot but should have reminded the committee that the NCLA Executive Board voted to allow the email addresses of conference attendees to be shared with the vendors, provided that registrants can opt out of this. Consequently, the registration form should include email address as well as box for people to opt out of any information that we give to vendors.

### **Update on Web site**

After the NCLA ballots are due (June 1), Bao will remove the election-oriented information from the site and focus on the conference. Robert will send information on sponsors to Bao so that she can include sponsor logos and links.

### **Review of 2005 Conference planning timeline**

Robert reviewed the original timeline and agreed to revise it to reflect the current deadlines.

Robert also forgot to remind members of the committee that he will want to meet with them after the conference, on Friday afternoon, to debrief, to discuss lessons learned, and (one hopes) to celebrate.

### **Next meeting**

The next meeting was tentatively set for Friday, July 22, at the Library for the Blind and Physically Handicapped in Raleigh.

Robert Burgin  
Chair