

WALE 2012
Conference Planning Committee Meeting
BlackBoard Collaborative
April 5, 2012

Present: Brianna Hoffman, Daurice Siller, Jennifer Fenton, Kate Laughlin, Bobbie Dimiero, Gina Rice, Lynne King, Cindy Wigen and Peggy Bryan.

Brianna Hoffman, Conference Co-Chair, called the meeting to order at 8:30. She welcomed everyone to the planning meeting on behalf of herself and Daurice Siller, 2012 Conference Co-Chair.

NEW BUSINESS:

Brianna reviewed the new timeline briefly.

Brianna reviewed the sub-committee reports:

- **Programming & Speakers:** Jennifer Fenton reported that she and Lisa have been working closely together via email. She announced that three speakers have been confirmed: Erica Bauermeister, Stephanie Gerding and Cindy Cunningham. Erica is reasonably priced, Stephanie will be a keynote speaker and will welcome everyone at breakfast. Cindy will also be a keynote at a breakfast too. Cindy has asked for a waiver of registration fees; after a short discussion, she may be asked to present a session on social media. Kate noted that social media programs have been popular with high attendance. She also said that Sarah Houghton's cost came in very high, so other options are being reviewed.
 - The call for programs will go out on Monday, April 30. The deadline for proposals will be Friday, June 15.
 - Lisa is working on a Pinterest Lead for WALE. Jennifer inquired about copyright issues with Pinterest; Brianna said that is always a concern for libraries and will follow up on that.
 - Kate thought it would be helpful for committee members attending WLA to review the sessions and note any sessions or topics that may be of interest at the WALE Conference.
 - **Dessert Reception:** Another Rural Heritage session was discussed, with several options to explore. Cindy suggested working with North Central Library System on a story or photographs, noting their involvement would be a great addition to WALE.
- **WALE at WLA:**
 - WALE will be present at WLA as an Interest Group, providing hand-outs.
 - WALE will have a Pecha Kucha at WLA, which is a slide show of WALE's history and the upcoming conference in Lake Chelan.
- **Campbell's:** Cindy suggested a wine tasting or river walk on Sunday for those arriving early. A boat tour was also suggested, but some thought it might be too cold. She also asked if what the name of the contract with Campbell's Resort was under, WLA or WALE? Brianna will let us know via email. She mentioned that WALE has a block of 100 rooms for Monday & Tuesday. Cindy said it would be good to know the maximum number the Banquet room holds, as this may limit the

number of conference attendees. Kate noted that this would be a good problem for WALE to have. Gina Rice announced that the number of attendees will impact the catering options. WALE will need to spend \$10,000 to fulfill the contract with Campbells. A target number of conference attendees should be 125 to 150 range.

- **Local Arrangements:** Gina will contact Georgette Rogers, as she will not be able to attend the on-line meetings as she has a conflict. It was suggested that Lynn King take the lead role on this and work closely with Georgette.
- **Vendors/Sponsorship:** Laura will send out letters to vendors and sponsors. Brianna noted the various levels of sponsorship: \$150-Gold, \$100-Silver, \$50-Bronze. Someone commented that amounts might be a little low. Cindy suggested we seek sponsorship for one more year and then analyze if we need to continue this. Laura may need some assistance given her personal commitments this year. Cindy will get a list of those who attended the future of WALE meeting at the 2011 Conference for potential volunteers from Brian.
- **WALE Communications:** Cindy suggested an article or ad in the July issue of ALKI would be good. The deadline to submit is sometime in May. Brianna will inquire on costs for an ad. The WALE logo was discussed, noting that it needs to be updated. Dana and Brianna are exploring ways that might happen. Lynn King said she will submit a “return to Chelan” article for ALKI – thank you Lynn!
- **Pre-Conference:** Kate announced the RFP’s for the Pre-Conference will be going out soon. She asked everyone to be thinking what topics we would like: social media, EReaders, mending, etc. She’ll beat the bushes to get RFP’s for topics. A discussion followed. One suggestion was asking Anne Bingham to do a full day of mending, both beginning and advanced. EBooks was another suggestion. She asked everyone to keep an open mind until the RFP’s come in.
- **Old Business:** there was none
- **Questions:** Can registration prices, speakers and costs be finalized in May.

Brianna thanked everyone for attending and the great job they are doing. The next meeting will be Thursday, May 3 on BlackBoard Collaborative. With no further business, the meeting was adjourned at 9:30.

Respectfully submitted,

Peggy Bryan
WALE IG Secretary