

WALE 2012
Conference Planning Committee Meeting
BlackBoard Collaborative
March 1, 2012

Present: Brianna Hoffman, Daurice Siller, Jennifer Fenton, Kate Laughlin, Danielle Marcy, Gina Rice, and Cindy Wigen.

Brianna Hoffman, Conference Co-Chair, called the meeting to order. She welcomed everyone and dove into the agenda items.

NEW BUSINESS:

Co-chairs, Brianna and Daurice, reported on the following

- **Visit to Campbell's** Resort in Chelan on Feb. 3 included Theresa Barnaby, Lisa Adams, Brianna and Daurice. They met the resort reps, Mary, Barb and Betsy, and had a site tour and overview of logistics for our conference. Campbell's continues to renovate and is beautiful. The AV/internet is currently being upgraded to a tiered system so each area has its own router. We have requested hardwiring for several presentation rooms and the general session areas. The Ballroom can be divided into 3 sections and a book mending pre-conference workshop could spread out in 2/3 of this space.
- **Conference Budget** was reviewed and edited with assistance from Dana and then sent on to the WLA Board for approval. Brianna and Daurice will distribute the approved budget to committee members when notification is received. (*Note—approval received following this meeting.*)
- **Artwork & Theme Approval** was unanimous by the WLA Board. Brianna will distribute the various formats of the signage to committee members following the meeting. (*Note—this has been done.*)
- **ALKI** "Save the Date" generic ad was submitted by Brianna to ALKI Editor Bo for the upcoming edition. There is a May deadline for the July edition. Cindy will take care of the details for this ad for the WALE Conference.

Brianna asked for the sub-committee reports:

- **Programming & Speakers:** Jennifer Fenton reviewed the three prospective speakers, pending price and scheduling. It would be nice to get the biggest bang for our bucks by having speakers present several times—including a pre-conference workshop, general session, and possibly a breakout session.

First recommendation was Erica Bauermeister, up and coming author from Seattle, see: <http://www.ericabauermeister.com/> She is the author of *Joy for Beginners*, *School of Essential Ingredients*, *500 Great Books by Women: A Reader's Guide*, and *Let's Hear it for Girls: 375 Great Books for Readers 2-14*—which gives us an opportunity to focus on reader's advisory.

Another recommendation was Sarah Houghton, better known as the *Librarian in Black* blogger and is currently the acting director of San Rafael Public Library. Cost may be a factor to consider with Sarah, but she brings a tech-oriented perspective which ties in with our "coming of age" theme. She used to live in Washington and can be found blogging at: <http://librarianinblack.net/librarianinblack/> . It was suggested to have her speak at the Tuesday evening banquet or even Wednesday morning breakfast. All agreed that Kate might be able to use her magic negotiating skills, so we could have all 3 speakers for our conference.

The third recommendation was Stephanie Gerding, an independent library consultant, author and trainer. Her prices are to be determined on what presentations we request. She lives in Seattle and is available for a pre-conference (The Accidental Technology Trainer), sessions and as a keynote and cover advocacy and grants. Her books are: *Winning Grants: A How-To-Do- It Manual for Librarians with Multimedia Tutorials and Grant Development Tools* and *The Accidental Technology Trainer: A Guide for Libraries*. Her website is: http://www.stephaniegerding.com/Home_Page.html

Consensus from the discussion was—we would like to have all three, if we can afford them. Jennifer, Lisa and Kate continue working on negotiations.

A Call for Programs will be distributed on Monday, April 30. Proposal deadline is slated for Friday, June 15. There was discussion on creating a new procedure or find an easier system, perhaps on Google docs for tracking proposals, contracts/agreements, spreadsheets, etc. Danielle Marcy offered to give it a try.

A vote was taken and agreed to offer a Dessert Reception and see if Washington Rural Heritage could work up something similar but different from last year's presentation. In addition, David Wright has graciously offered to assist or present.

- **Volunteer Coordinator:** no report today.
- **Local Arrangements & Decorations:** Gina Rice is officially on board and will be working with Campbell's catering for all the conference food and AV needs. She has lots of questions and will be gathering information for our next meeting. Georgette Rogers will be working with Lynne King on ideas for social activities. Georgette currently has a time conflict with these monthly online meetings.
- **Vendor Procurement & Coordination:** Laura Schmidt was unable to connect to the online meeting. She emailed an overview of her recommendations and an idea for Gold, Silver and Bronze levels of sponsorship. She will contact Annette Eberlein for details on contacting vendors, form letters and/or a contract.
- **WALE Communications:** Brianna mentioned that Cindy Wigen completed the Winter 2012 WALE newsletter and it has been distributed to members. Cindy will work on a larger ad and/or story for the May deadline of ALKI. Facebook updates will be a group effort.
- **Pre-Conference:** Kate Laughlin asked the group to be thinking about possible pre-conference workshops and send any ideas her way. Three suggestions mentioned included book-mending, tech-soup, and possibly an Overdrive presentation.

WLA Conference – Brianna said she would be working with Theresa Barnaby and Lisa Adams on an action plan for promoting WALE and our October conference at the upcoming WLA Conference, *One Tribe: Brining Washington's Libraries Together*, at the Tululip Resort, April 18-20.

Brianna reminded everyone that the WALE conference planning meetings are scheduled for the first Thursday of each month. Due to the quantity of information to cover, we may need 90 minutes and will start at 8:15 a.m. and be finished by 9:45 a.m. The next meeting will be Thursday, March 1 on BlackBoard Collaborative. She thanked everyone. With no further business, the meeting was adjourned at 9:36.

Respectfully submitted, Cindy Wigen for
Peggy Bryan, WALE IG Secretary