

WALE 2012
Conference Planning Committee Meeting
BlackBoard Collaborative
August 2, 2012

Present: Brianna Hoffman, Daurice Siller, Jennifer Fenton, Theresa Barnaby, Lisa Adams, Danielle Marcy, Bobbie DeMiero, and Cindy Wigen.

Brianna Hoffman, Conference Co-Chair, called the meeting to order at 8:18 a.m. She welcomed everyone and began with the agenda items.

NEW BUSINESS:

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

- The **WALE website** is up and running with more info being added everyday. Speaker info should be added today and the Scholarship info soon. Adding info progressively followed by regular WLA email updates should keep library people linking back to see conference updates. Jennifer asked whether to send update information on the conference to Becky at the WLA office or Mary Wise at CWU. Both have access to the WALE website section. Brianna will send her “speaker” info to Jennifer for updating the website
- **Campbell’s Update:** A conference call was conducted last week with Mary at Campbell’s Resort. As of July 26, twenty-six rooms had already been book for the 2012 WALE Conference in October. It’s a great start--so early after registration info was posted online, and the numbers should continue to grow.
- **ALKI** The July 2012 and the last printed edition of ALKI, featured lots of great WALE conference info—a full page ad and a nice article written by Lynne King.

Brianna asked for the sub-committee reports:

- **Programming & Speakers:** (Lisa, Jennifer and Danielle) Lisa reported the speaker agreements have been sent out, 4 received back, with the deadline of Aug. 10. An update of the time slots was sent out this morning via a bulk email to all speakers. Jennifer thought she may need to update the time also for keynote speakers. She is waiting on some fine tuning of a couple presentation descriptions.
- **Local Arrangements & Decorations:** Georgette Rogers and Gina Rice were unable to attend this online meeting. Brianna shared that Georgette has the Poker Walk all set up for Tuesday, Oct. 30 from 5 to 6:30 p.m. Registration is not necessary. Brianna also reported that Gina has done a great job of working with Campbell’s Resort on a tentative menu for all the meals (including a second breakfast that was added) to hit our goal of \$14,000 for food & beverage. Gina has also been working with Garth Smith (?) for all our conference AV needs. Gina has experience from past conferences and is a real asset. Thank you to Gina and Georgette!
- **Exhibitor/Vendors:** Without a sub-chair for this committee, this area has been sort of hit and miss. Several inquiries have been directed to Dana at the WLA office. Brianna and Daurice emailed copies of the Welcome Letter to Exhibitors & Vendors, the Exhibit Registration form, and list of possible vendors. After discussing and reviewing the list, the following contacts will be made by committee members: Theresa—Ebsco, Playaway, Live Mocha, and Unshelved; Lisa—Susan Madden; Daurice—Government Census; Brianna—Knights of Veritas; Cindy—Highline Community College, Spokane Falls Community College and UW iSchool; Jennifer and Bobbie have already sent in the Washington State Library’s form; and Danielle has a couple of other vendors she will contact.

- **Promotional Materials** were discussed. Do we want to do bags or just folders? Everyone felt we had enough bags—or we could promote it as BYOB...bring your own bag. Between the expense of ordering bags and having Tammy rework the logo to a single or two color layout, everyone was in favor of doing folders. The folders may be a bright orange or blue to tie into the conference logo. Daurice, Brianna, Theresa and Lisa will tackle this task. Cindy asked about thank you notes and gifts. It was decided to purchase gift mugs for presenters and fill them with chocolate. Brianna and Daurice will take care of this task. Cindy will handle the thank you notes and have committee members sign them at conference.
- **Scholarships** Brianna explained that WALE is providing two registrations (waived, which eliminates checks/reimbursements, etc.). In addition, Mary Ross, from the WLA Scholarship Committee, contacted our WALE committee at last spring's WLA conference and the WLA Scholarship Committee is going to match our WALE registrations with two nights at the hotel for each recipient. Scholarship recipients will only need to cover their expenses of traveling to Chelan. (YAHOO!)

Other topics discussed:

- **WALE Communications:** The next WALE newsletter is set for distribution on Sept. 14—two weeks before the early bird deadline for conference registration. Cindy will work with Brianna and Daurice for some weekly conference ticklers counting down to the event and keeping the conference on everyone's radar. We also need to start posting on Facebook...
- **Raffles:** Everyone agreed the raffles and the wine tower were a big hit and money maker last year. Each committee member will try to assemble some type of raffle item or basket and also bring some wine for the tower. Raffle tickets can be dropped in the item of their choice, but winners need to be present to win.
- **Volunteer Coordinator:** Leanna Hammond will be joining Bobbie on coordinating volunteers. They are already working behind the scenes and are excited to be helping with the conference.
- **Pre-Conference:** Kate Laughlin will return from her cross-country adventure soon and share an update on our pre-conference sessions—Basic Troubleshooting on a Window PC; Basic Book Repair; The Accidental Technology Trainer; and Advanced Book Repair.

The next meeting will be Thursday, Sept. 6, beginning at 8:15 a.m. on BlackBoard Collaborative. Brianna thanked everyone. With no further business, the meeting was adjourned at 9 a.m.

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