

WALE 2012
Conference Planning Committee Meeting
BlackBoard Collaborative
May 3, 2012

Present: Brianna Hoffman, Daurice Siller, Jennifer Fenton, Bobbie Dimiero, Gina Rice, Lynne King, Cindy Wigen, Peggy Bryan, Danielle Marcy, Lisa Adams, Theresa Barnaby and Georgette Rogers.

Brianna Hoffman, Conference Co-Chair, called the meeting to order at 8:15 a.m. She welcomed everyone to the planning meeting on behalf of herself and Daurice Siller, 2012 Conference Co-Chair. She announced that Kate and Laura would not be attending. Cindy will be present for the first half of the meeting and Georgette for the last half.

Co-Chair Report

- Brianna has been working with Dana closely on registration, which is set to open on Monday, July 16. The early bird closing date will be Friday, September 28. Registration costs are as follows:
 - Member early: \$190
 - Non-Member Early: \$190
 - Member Regular: \$195
 - Non-Member Reg: \$225
 - Pre-conference: \$55 – Brianna will confer with Kate before confirming this price.

- Brianna discussed the WALE logo. WLA has not encouraged Interest Groups to have their own logo, but rather use the WLA logo. After a discussion, it was decided to be done with the current WALE logo, but it was felt there was a need for some sort of branding for the WALE newsletter to help identify it. Everyone agreed that WALE would not change and would be under the WLA umbrella.
- Theresa discussed the contract with Campbell's. The information is pretty comprehensive, but she reminded everyone to keep in mind the limits that Campbell's has on the numbers of attendees they can handle. Everyone felt this would be a good problem to have!
- Brianna announced that Lynne wrote an article for ALKI for WALE that was accepted. Thank you Lynne! Brianna also submitted a full page ad for the WALE Conference, which was no cost since the art work was compete. Thank you Brianna!

Sub-Committee Report

- Brianna discussed programming/speakers and asked for suggestions from WLA or others. A few of the suggestions were as follows: Reference Re-Imagined, Dynamic Displays, Programming with a Boom, Friends Organizations and Front Line Circ Issues. RFP's will be sent to the WLA listserv, which includes WALE and other interest groups.
- Theresa reported there have been no updates from Laura regarding Vendors/Sponsor due to her family medical issues. Laura has set a great foundation and her responsibilities will now be shared amongst the committee. Brianna spoke with Annette (2011 Vendor/Sponsor Coordinator) for input. A discussion followed.

Theresa, Danielle, Bobbie and Lisa brainstormed the best avenues to proceed. They will explore other possibilities and seek additional help as needed. Danielle clarified that sponsors donate funds or support to an event whereas vendors role is to promote and sell items.

- Brianna discussed Sponsorship levels. After a discussion the consensus was that they should be raised as follows:
 - Gold: \$300
 - Silver: \$150
 - Bronze:\$100

- Brianna discussed Vendor fees. A discussion followed on pros and cons of raising vendor fees. The consensus was to leave as is for now and re-evaluate in a couple of years, as our goal is for all vendors (including small ones) to do well and have the desire to return to conference.
- Brianna thanked everyone in advance for their efforts. Especially Laura, as family first should always be the case.
- Lisa announced that Earlene from Richland Library is willing to make contacts regarding freebies/sponsors items for the conference. Thank you Earlene!
- Peggy announced that she and Cindy would be willing to put together something for Sunday afternoon for local social activities – wine tour, golf, walk, library tour, etc. Brianna asked Georgette if she had made any progress with local arrangements. Georgette announced she had received information from Chelan Visitor Center. Several options she was considering are: historic walk, poker walk, wine tour, etc. A discussion followed with more suggestions.
- Gina inquired about conference timeline, as she needed to firm up the meal options before registration begins. After a discussion, there were recommendations to have a vegetarian option, along with two other selections.

Brianna thanked everyone for their efforts and a productive meeting. With no further business, the meeting was adjourned at 9:30 a.m.

Respectfully submitted,

Peggy Bryan
WALE IG Secretary