

**ARLIS/NA ~ VRA First Joint Conference  
March 20-26, 2002 Hyatt Regency at Union Station  
Saint Louis, Missouri**

**Final Conference Report**

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## **GENERAL INTRODUCTION**

### **Submitted by Marianne Cavanaugh, ARLIS/NA Local Arrangements Co-Chair**

The planning process for this conference began in 1999, before it was selected to be a joint conference with the Visual Resources Association. It was decided that the two main fine arts institutions in St. Louis, the Saint Louis Art Museum and Washington University, would share the responsibility for the conference planning so as not to over-burden staff at a single institution. The people involved at that time, Dana Beth and Deborah Ultan from Washington University and Stephanie Sigala and Marianne Cavanaugh at the Saint Louis Art Museum prepared the invitation for the ARLIS/NA Executive Board and previewed available hotels in St. Louis. We contacted three hotels which had enough meeting rooms for our conference. Two responded and we toured their facilities. Only one of the two was suitable. We were under some pressure to reserve our dates with the hotel, and ARLIS/NA was in the process of switching management firms. We were fortunate that the "new" management firm agreed to negotiate with the hotel on our behalf, before they were officially our management company.

The Conference Planning Manual on the ARLIS/NA web site was printed off. However, more use was made of the final conference reports from Pittsburgh in 2000 (and later LA in 2001) than the manual. The local conference planning committee prepared its own calendar and list of deadlines, some matched the manual, some did not. The committee solicited volunteers for the conference positions. St. Louis had more in common with Pittsburgh than with Los Angeles, both as a city and conference. Much of the planning was based on the Pittsburgh conference reports and work sheets. We learned that our conference would be a joint conference with VRA at the Pittsburgh conference.

By the Fall of 2000 the planning committee was reorganized to reflect the fact that this would be the first joint conference of ARLIS/NA and VRA. Each position on the committee was doubled to create an ARLIS/NA co-chair and a VRA co-chair. The final committee assignments are reflected in the list at the head of this report.

Finding two people for each assignment was difficult. Both the VRA Midwest Chapter and the ARLIS/NA Central Plains Chapter are rather small. Both the original ARLIS/NA and VRA co-chairs for Development left during the planning process. There were no volunteers to take their place. It fell to the ARLIS/NA Development Committee Chair and the Chair of the Development Committee for VRA to coordinate this important function of conference planning.

The VRA Midwest Chapter was the host chapter for the 2001 annual VRA conference in Chicago, which expended much of their energy. Many tasks fell to the local arrangements co-chairs, who also handled the tours, the publicity, signage and the conference budget.

Presentations were made at the VRA annual conference in Chicago in 2001 and at the ARLIS/NA annual conference in Los Angeles inviting members to come to the first joint ARLIS/NA~VRA conference in St. Louis. The co-chairs visited the business meetings in LA encouraging sessions which matched the theme of the St. Louis conference. There were conference planning meetings held at each of the 2001 conferences.

The Central Plains Chapter of ARLIS/NA purchased luggage tags to hand out at the ARLIS/NA conference in Los Angeles. They were quite successful and used a special logo designed by Mark Pompelia, the Publications Editor for the conference. The logo was then used as letterhead, on the RLG tote bag, and other conference signage.

The ARLIS/NA local arrangements co-chair tabulated 100 Los Angeles conference evaluations and reported the results. It became apparent through the evaluations that many people were unhappy that they could not attend the Convocation because the Getty auditorium had limited seating. The St. Louis planning committee immediately began searching for a larger venue for our Convocation. The auditorium of the original site proposed, the Saint Louis Art Museum, has less than 500 seats. It was thought that because this was a joint conference there would be slightly more people attending than a regular ARLIS conference. It was important, budget-wise, to choose a venue that had room for both the Convocation and the Reception that follows, otherwise the transportation costs would be prohibitive. There was only one space that filled both of those requirements, the Sheldon Concert Hall.

In preparation for the June 2001 joint CPAC meeting a rough budget was prepared based on the Los Angeles and Pittsburgh conference budgets. Also prepared was a packet with the tour and event venues proposals. Each tour, event, workshop and session included a budget.

The conference co-chairs, ARLIS/NA President, Vice-President, Treasurer and Mid-West Regional Representative, ARLIS/NA Executive Director, ARLIS/NA Conference Manager, and the equivalent members from VRA made up the joint CPAC meeting in June 2001. There the conference finances were discussed and our conference was given the goal of making \$34,000. The division of the monies between the two organizations was settled. The tours, workshops, events and the program were settled by the end of the meeting. Fees for exhibiting, registration, tours, workshops and special events were set, along with a daily schedule. Deadlines were set and an action timeline was developed for the conference publications.

CPAC toured the hotel facilities and worked with the hotel staff to set the room blocks. One reason the Hyatt Regency was selected was the proximity of an Internet café and copy center. We reasoned that we would not have to provide an Internet room, with its very high costs and scheduling problems. We had no sponsor for an Internet room, nor any volunteer to staff it. Unfortunately, one month before the conference began the Internet café closed and we were left with no other access than the Hyatt's own business center. The lack of an Internet room, and the high prices charged by the Hyatt for copies were complaints repeated throughout the conference.

The St. Louis conference planning committee was fortunate to have an experienced staff at Headquarters to help them with all the contracts. Elizabeth Clarke and Susan Rawlyk did an excellent job. We did not have to involve ourselves with the contracts for the hotel, transportation, or audiovisual support. We just told HQ our requirements and supplied a list of local companies who provided these services and they handled the rest.

By the Mid-year ARLIS/NA board meeting in July the budget was revised to reflect the approved tours, events, workshops and sessions. The co-chairs began to make firm commitments and write text for the Exhibitor's Prospectus, which had a September deadline for editing.

LEADERSHIP-L, the conference planning Listserv was indispensable. Our program co-chairs and Executive Board representatives were all widely scattered geographically and it was the means to distribute the most current information to everyone involved.

As with the rest of the world, the bombing of the World Trade Center on September 11, 2001 had an effect on conference planning. Suddenly people were not flying and businesses were cutting back on travel also. The conference planners attempted to scale back the number of attendees, and adjust the hotel room block. The Hyatt refused to change the room block. The budget was revisited to see where we could save money if the attendance fell below what was projected. It was decided that open bars were a large drain on the finances, and where ever it was possible to substitute a cash bar.

While the Exhibitor's Prospectus was mailed only slightly behind schedule, the Preliminary Program publication schedule was exceedingly late. It was so delayed, that in order to get it in the mail in a useful time-frame, the text was drastically cut. The committee decided to rely on the conference web site to disseminate the most complete and current information about the conference. It was then that the web site manager was added to the LEADERSHIP-L list serv. One thing to consider in the publishing/ mailing schedule of the Preliminary Program is that the ARLIS/NA Management firm offices are closed between Christmas eve and January 2. This was the prime time for printing and mailing of the Preliminary Program. Many members did not appreciate our reliance on the web site over the printed Preliminary Program. This group included many of our chapter members as well. However, it seemed to work well.

Something else to consider, with all the conference information and registration forms on the web site, it opened the conference to the world. There were individuals who used the online registration form who never meant to attend the conference. They signed up for tours and events which skewed the registration reports, and they used our conference to apply for visas to enter the U.S. This was not something any of us were prepared to deal with. Fortunately, our State Department deals with these situations all the time and all were denied visas. One more way the Internet makes the world smaller.

Once registration gets underway, Headquarters provides weekly registration reports which include the hotel rooms reserved, the number of people pre-registered for the tours, events, workshops and sessions. They are wonderful little documents we received each Friday. These reports were the basis for our decisions on room assignments for the sessions, for doubling of popular tours and the selection of the proper size of bus for a tour, for selecting the menus for the proper amount of food needed for a particular event (which had to match the amount budgeted too), and the like.

## **PROGRAM REPORT**

**Submitted separately by Deborah Ultan**

**Gateway to the Future: Visual Information in a New Age  
Joint ARLIS/NA 30<sup>th</sup> \ VRA 20<sup>th</sup> Annual Conference Conference Report  
Saint Louis, Missouri  
March 20 - March 26, 2002**

**Margaret N. Webster, VRA Program Co-Chair**

The following variation of the conference theme--Gateway to the Future: Conference Planning in a New Way--captures the fresh approach and collaborative spirit that characterized all aspects of the planning for the first joint ARLIS/NA ~ VRA conference. Both ARLIS/NA and VRA had long contemplated meeting together, and the executive boards of both organizations agreed that Saint Louis would be an ideal location and opportunity to offer an inaugural joint conference.

Ted Goodman, the president of ARLIS/NA, Ann Whiteside, the president of VRA, and Trudy Jacoby, the treasurer of ARLIS/NA met in December, 2000, to develop the collaborative framework for the conference. This planning meeting was critical because while ARLIS/NA and VRA have much in common there are also significant and critical differences in how each organization typically organizes and conducts annual meetings. In order for this conference to be successful the conference planning committee (CPAC) needed an operating structure that not only met the needs of the members of both organizations but also presented new and approaches opportunities. The group of three decided that the joint conference planning committee (CPAC) would consist of pairings-one ARLIS/NA and one VRA member for each significant function. The local arrangements committee would include regional members from both organizations. All of the planning was to be accomplished jointly; this was to be a true joint conference. This is in fact what happened.

The expanded size of the conference planning committee and the geographic dispersal of its members meant that this committee could not meet regularly during the course of the planning period. We met as a group on March 2, 2001, in Chicago at the VRA conference and again on April 2 in Los Angeles at the ARLIS/NA conference. The official CPAC meeting was in St. Louis at the Hyatt on June 22 and 23. We typically communicated and transacted business by using the conference listserve, e-mail, and the telephone. When necessary various groups would schedule conference calls. This strategy worked remarkably well and was quite efficient.

The theme of the conference-Gateway to the Future: Visual Information in a New Age-was established during the summer of 2000. The program chairs also prepared a list of topics that addressed specific aspects of this theme to present as program ideas on the conference proposal forms. The submission deadline for conference proposals was May 1, 2001. The co-chairs presented the joint conference to the membership of both organizations at the annual meeting of VRA in Chicago and ARLIS/NA in Los Angeles.

We received many excellent proposals most of which addressed the conference theme or focused on the art and architecture of St. Louis; the choice of which to accept was very difficult. The final program included 2 plenary sessions of which one-the NINCH Copyright Town Meeting-was jointly sponsored with NINCH and the other became a question and answer session. The program also included 9 panel sessions, 7 seminars (aka Ask ARLIS or VRA Round Table), 7 discussion groups, 9 workshops, and 5 poster sessions. Included in the program was a "mini-institute" collectively titled, Common Ground, that focused on various aspects of data standards and consisted of a panel session, a seminar, and a workshop. The workshops included a healthy mix of member and professional leaders. Some were intended for beginning professionals while others were pitched at mid-career librarians and visual resources professionals. Overall they were profitable; only one showed a modest deficit.

A joint conference means that one must schedule double the number of committee business meetings; over 44 business meetings were scheduled during the St. Louis conference. In some cases, committees from both organizations met together to share ideas and projects; this was true for the ARLIS/NA Public Policy Committee and VRA's Intellectual Property Rights Committee as well as for the ARLIS/NA Cataloging Advisory Committee and VRA's Data Standards Committee. Ideas for continued collaboration emerged from both meetings. Similar committees for each organization often met at the same time so that the chairs could decide to meet together informally on an *ad hoc* basis. In other cases they were intentionally separated to allow members from both organizations to attend both meetings.

The discussion groups were scheduled in two different ways. Those that were affiliated with another group such as an ARLIS/NA section or division were asked to meet together with the larger group. Our intention was both to limit the number of scheduled meetings and to encourage substantive discussion of issues throughout the conference as opposed to planning program proposals for the next conference. Those established groups that are independent were given scheduled meeting times. This strategy worked fairly well.

The joint conference as a whole was very successful. On the other hand certain aspects didn't work as well as they might. The proposal submission deadline was very tight; this is a perennial and difficult problem to solve. The proposal submission deadline is dependent on the date of the mid-year conference planning meeting on the one hand and is constrained by the date of the annual conference on the other. This conference which celebrated two major association anniversaries included too many social events. This meant that there was too little time for people to gather informally or to take a break from the conference.

As a program chair, I was not particularly successful in persuading colleagues who had proposed similar session to work together to merge them into a single session. I was even less successful in persuading proposers to change from one presentation type to another. At the CPAC meeting we agreed that those proposals that demonstrated systems should become poster sessions. Most proposers when presented with this offer declined.

I agree with the ARLIS/NA LA conference committee program report that a better way must be found to schedule business meetings. Chairs of committee, divisions, sections, round tables, discussion groups, etc. do not reliably fill out proposal forms. It is also difficult to accurately ascertain who the current chair of a particular group is. The program chairs for each ARLIS/NA conference should receive a current list from head quarters containing this information.

In conclusion, this conference proved that joint meetings with like-minded affiliated organizations are feasible, productive, stimulating, and will have lasting value. Several ARLIS/NA and VRA committees plan to coordinate their continuing work. A group of VR professionals was inspired by the Solo Librarians group to form a similar interest group in VRA. Many of the workshops appealed to members of both organizations. The ARLIS/NA open meeting policy that was applied to the entire conference allowed interested members of both organizations to explore the offerings of the other. The informal networking among conference registrants will continue to prove valuable to all members. The whole is greater than the sum of the parts. Both ARLIS/NA and VRA should repeat the experience on a regular basis not only with each other but also with other groups.

The St. Louis conference proved that member volunteers who are geographically dispersed can serve as effective members of a conference planning committee. Local arrangements, of course, should still be managed locally. Face to face meetings are good when they work; however, with the exception of the conference and mid-summer planning meetings, they are not essential. The management firm hit its stride.

## **EXHIBITS REPORT**

**Submitted by Ellen Petraits, ARLIS/NA Exhibits Co-Chair and Beth Kopine, VRA Exhibits Co-Chair**

52 exhibitors attended the conference this year. The exhibitor prospectus was loaded on the conference website in pdf format in mid-January. Most questions were forwarded to Susan Rawlyck at headquarters. After the registration deadline had passed, the list of exhibitors was added to the conference website.

The set-up preparations for the exhibit hall began on Thursday night, 3/21. We printed exhibitor's names on cardstock signs that were then placed on the tables Thursday night. The hotel staff began placing any shipped

materials in front of the exhibitor's assigned tables on Friday. This helped ease the rush of set-up on Saturday morning, 3/23

Set-up was from 8-12 with the official exhibits opening reception at 12:30. The ballroom was spacious, adequate in both acoustics and lighting. Booths (Harpweek and Luna Imaging) were assigned an outside wall for visibility/access reasons. Exhibitors had space to store materials under their tables and under the silent auction tables. Food & beverages were arranged in the back of the room so that attendees had to walk past some exhibits to get to the refreshments.

There was one exhibitor who hadn't registered but simply showed up at the hotel. Luckily, there was ample room in the hall to accommodate this vendor. Two extra tables were made ready while Susan R. quickly printed a sign for the exhibitor.

There were also tables designated for the Silent Auction, the Travel Award winners, the Wittenborn winners, literature tables, and the poster sessions. Poster sessions also had access to electricity and large easels with eraser boards. After the poster sessions ended the easels were removed but the tables stayed in place.

#### Silent Auction

About a month before the conference we e-mailed Mark P. to coordinate the set-up for the auction. The Silent Auction committee set out the auction items on the designated tables as well as on some of the exhibitor's tables. This seemed to work well. Tables with items were designated with a balloon.

One week prior to the conference an e-mail was sent to all the registered exhibitors describing the plans for the Silent Auction. This was to include them in the plan and to allow anyone who didn't want to have an item placed on their table to let one of us know.

There was a cash-bar during the Silent Auction event. This seemed to be well-received and also encouraged many to visit and participate in the Silent Auction.

#### Recommendations for next year:

Have the exhibitor's prospectus available on the conference website at the same time the hard copy is mailed out. This would streamline the registration process and eliminate lots of last-minute prospectus faxing.

Distinguish between booth and table displays on the exhibitor's prospectus. Add a line on the form to designate the type/height of the display materials. Failure to identify this issue led to a few of the exhibitors withdrawing their registration. Withdrawn registrants ended up participating once it was approved that they could use booths. (The issue of booths was discussed this year for the first time. In the future, it was suggested that a slightly higher booth price be considered. Most of the vendors with booths were those vendors that catered more to the VRA. This is perhaps why it had never been an issue with ARLIS prior to the St. Louis conference.)

Assign any vendors with booths or displays over 4-5 feet to the perimeter of the room. Poster sessions might also be relegated to the perimeter of the room, as well. (The antiquarian book vendors really like the "vista" of a roomful of tables with books on them. They didn't like tall signage obstructing the view.)

Consider opening the exhibit hall at 10 am on Sunday morning instead of 9 am. There wasn't much traffic during the first hour.

Consider asking the vendors if they would like to sponsor (as a group) an (additional) evening bar, or morning coffee. Three vendors made mention that they would pay an additional \$100 to co-sponsor and open bar as they thought this livened up the atmosphere in the exhibits hall and encouraged more traffic. In the event that there was ample sponsorship, this would be an open bar (as opposed to the cash bar at the Silent Auction). While there was enthusiasm on the part of the 3 vendors who "brainstormed" this idea, it is not known whether others would be as willing to participate in this sort of sponsorship. Thus, this consideration is something that will have to be explored by future exhibits coordinators.



## **DEVELOPMENT REPORT**

### **Submitted by Marianne Cavanaugh, ARLIS/NA Local Arrangements Co-Chair**

Development co-chairs, Martha Childers, (ARLIS/NA) and Wendy Botting, (VRA) prepared a list of local sponsoring agencies before they resigned. When the conference planning committee decided not to replace them, Jill Patrick, ARLIS/NA Development Committee Chair and Rebecca Moss, VRA Development Committee Chair were asked to help our conference. Normally these committees try to raise funds for their organizations, not a specific conference. We were deeply grateful that they were willing to help us. Much fund raising was accomplished by the Presidents also.

Both VRA and ARLIS/NA had lists of previous sponsors. The lists were merged and used to make contacts. Jill Patrick produced an extensive list of organizations which have donated to ARLIS/NA in the past, have been exhibitors, have been contacted but did not donate, or have donated items to the Silent Auction. It is an amazing compilation, and was very useful to all the people soliciting donations.

In August of 2001 the ARLIS/NA local arrangements co-chair prepared the conference sponsorship document which is attached to this report. The sponsorship document explains the different levels of sponsorship and assigns benefits to the funding levels. It is a modified version of the document used by LA. It includes a list of the events and programs available for sponsorship, so it can only be completed after the CPAC meeting in the summer prior to the conference.

Almost every seminar, session, workshop, speaker, event, and tour was available for sponsorship. Personally, I was surprised at the way sessions and seminars attracted sponsorships. And while some exhibitors wanted to fund events in the exhibits, they didn't donate enough money to cover the costs. Although it works out nicely when the sponsorship covers the cost of an event, that is rarely the case. The sponsor is actually paying for the privilege of having their name attached to an event, not to specifically cover the all the costs. That is why it might be good to raise either the registration for members or exhibitors to help cover the costs for the events with "free" food in the exhibit hall. For example our original budget included an Exhibits Closing Reception. This was not held, because no one sponsored it. But, it is a worthwhile event to include, because there are many people attending the exhibits at that particular time. That is when the book vendors are selling off their wares so they do not have to ship them home. I think the last time the exhibitor's fees were raised was in 1999.

Jill and Rebecca divided up the list of contacts and assigned members of their committees make the calls. Several donors are approached only by the President. The local list was left to the ARLIS/NA Local Arrangements co-chair to contact.

We were quite successful raising some local donations. Six local institutions were generous enough to become conference sponsors. Several granting agencies in St. Louis were also approached, but this was much less successful. Approaching local businesses was also not successful in monetary terms, however many of them donated items for the Silent Auction.

Because there were many people requesting funds, all the reports of success or failure were posted to the LEADERSHIP-L. It fell to the ARLIS/NA Local Arrangements Co-Chair to compile the list of successful requests. It made some sense because the same person was responsible for the budget, which could be updated at the same time the donation was added to the sponsorship spreadsheet. ARLIS/NA HQ kept track of the unsolicited donations from the chapters, and of who had actually paid. They sent reports when requested, so the budget, as well as the Sponsors page on the conference web site, could be kept up-to-date.

There were 47 conference sponsors (including the chapters of ARLIS/NA and VRA) who together donated \$34,050. There were five "in kind" donations.

#### **Categories**

1. GENERAL CONFERENCE SUPPORT, Up to \$499

Recognition:

- Corporate logo on conference web site
- Listing in Conference Program

Banner listing in Conference Registration area

*Yankee Bookpeddler \$500*  
*Michael Shamansky \$500*  
*Houchen Bindery \$75*  
*EBSCO \$250*  
*VRA Midwest \$250*  
*Casalini Libri \$300*  
*VRA Great Lakes \$50*  
*ARLIS/MOQ \$100*  
*Christie's \$500*  
*Paragon Book Gallery \$250*  
*Cambridge Scientific Abstracts \$500*  
*Corbis \$250*  
*ARLIS/Southern California \$500*  
*Saint Louis Art Museum \$1,000*  
*SlideScribe \$250*

*Total \$5,275*

Note: there were donors who gave more than the \$499, but did not specify a seminar or workshop. Some specified general conference support. They were given the same recognition as a Category 2, but the monies went into general conference support.

1. SESSION OR WORKSHOP SUPPORT, \$500 & up  
Recognition: Same as Category #1 plus:  
Sponsorship statement accompanies session or workshop information in conference publications & materials, on session signage & in conference information on the web site.  
Moderator's introduction includes recognition statement.

*Rice University \$500 (workshop 7: Fundamentals for new slide curators)*  
*Grove Dictionary of Art \$500 (Plenary 1: NINCH Town Meeting)*  
*Design and Applied Art Index \$500 (session 9: Architectural archives)*  
*Innovative Interfaces \$1,000 (session 3: Picturing the World)*  
*Saint Louis Art Museum \$2,000 (Common Ground Workshop and Seminar 6)*  
*Rice University Fondren Library \$775 (Plenary 2: 3 V's)*  
*Library Associates \$500 (session 2: Common Ground Session)*  
*Hellmuth, Obata, & Kassabaum \$500 (session 1: Adaptive Reuse)*  
*Duncan Systems \$500 (session 10: Stretching the mold)*  
*H.W. Wilson \$500 (session 6: Patterns of use)*  
*Total \$7,275*

1. SPECIAL EVENT SPONSORSHIP \$1,000 & up (depending upon the cost of the event)  
Recognition:  
Same as #1  
Full naming of the event, which appear in all conference publications and materials on session signage and in conference information on the web.  
Individual introduction in preliminary remarks at event.

Welcome Party  
*ARLIS/TC \$100*  
*St. Louis Mercantile Library \$2,000*  
*ARLIS/CP \$250*  
*ARLIS/NY \$500*  
*ARLIS/SE \$300*  
*ARLIS/MIDSTATES \$400*

*ARLIS/ONTARIO \$100*  
*ARLIS/MW \$250*  
*ARLIS/DC-MD-VA \$250*  
*ARLIS/OHIO VALLEY \$500*  
*ARLIS/DELAWARE VALLEY \$250*  
*ARLIS/NEW ENGLAND \$250*  
*ARLIS/WNY \$50*  
*ARLIS/TEXAS-MEXICO \$150*  
*ARLIS/NORTHERN CALIFORNIA \$250*  
*VRA Upstate NY \$150*

*Total \$5,750*

Note: The Conference Development Chair does not solicit the chapters for funds. It is the responsibility of the ARLIS/NA Regional Representative to send out letters to the ARLIS/NA Chapters requesting donations. Usually the funds are designated for the Welcome Party. We did have chapters send undesignated funds, they were deposited into General Conference Support.

Conference Banquet Speaker

*University of Minnesota, F. E. Gorman Endowment \$1,500*

Convocation

*Getty Research Institute \$5,000*

Silent Auction Reception

Received no sponsors—went with cash bar

Exhibits Opening Reception

*Saskia \$1,500*

Exhibits Coffee

*Endeavor \$750*

*Erasmus Antiquariat \$750*

*epitex \$750*

*Total \$2,250*

Exhibits Closing Reception

No sponsor—event cancelled

Leadership Breakfast

*F.A. Bernet \$2,500*

30/20 Anniversary Party (a ticketed event \$35/person)

*Washington University Libraries \$2,500*

*Davis Art Slides \$500*

*Total \$3,000*

## 1. IN KIND DONATIONS

RLG (supplied 700 registration bags)

University of Missouri-St. Louis (waived the fee for computer lab rental \$1000)

NINCH through the Samuel Kress Foundation (funded the NINCH Town meeting \$1,800)

Light Impressions (donated a coupon for \$100 which was auctioned off at the Silent Auction)

Washington University Department of Art History and Archaeology (paid for software used in Photoshop 2 workshop \$250)

### **REGISTRATION DESK REPORT**

**Submitted by Tom Young, ARLIS/NA Registration Desk Coordinator**

Being in charge of the Registration Desk was a satisfying and enjoyable experience. It was a way of participating in the conference in a meaningful way despite the difficulty of living some distance from the Conference City. This allowed me the opportunity for interaction with other committee chairs and volunteers, to meet and interact with conference attendees, ARLIS and VRA Board members and ARLIS/NA headquarter staff. It was a particular pleasure to work with Susan Rawlyk and Vicky Roper from headquarters (Clarke & Associates). The entire experience was a great pleasure, even if it made for some long days.

This year the registration and hospitality functions were separated physically and administratively. I was in-charge of the registration desk and Noriko Ebersole was in-charge of the hospitality desk. The registration desk was located in the coatroom for the ballroom area of the hotel, which had proved successful at the Los Angeles conference in 2001. The advantages included providing a secure location for all of headquarters computers and money-related activities. This also allowed the registration desk the ability to leave everything set-up without the takedown and set-up otherwise required when the desk was closed. Originally, there were four windows open for operation, three (later two) for the registration desk and the fourth for the headquarters operation. This combined set-up is required for the registration process to work smoothly. Susan and Vicky have the system working quite smoothly and makes the registration desk volunteers efforts seem effortless. Besides the obvious registration activity, there were other activities that took place at the registration desk including the silent auction, temporary storage of materials for sessions, etc. It is helpful to try to anticipate what activities might be taking place during the conference, which may vary for each individual conference. Invariably, there will be unanticipated requests or needs placed on the registration desk.

The headquarters staff handled all cash transactions, including on-site registrations, publication sales, Silent auction sales, and ticket sales for tours and events. The Registration desk volunteers were expected to hand out the registration envelopes (including event tickets, badges, badge holders and lanyards, ribbons all of which were prepared by Clarke & Associates) and stuffed conference bags, answer questions, and gave room directions. The latter is always very useful, particularly for new arrivals who are still getting oriented to the where things are in the conference hotel. In general, volunteers were scheduled for 3 or 3-1/2 hour shifts, although there were a number of times when the registration desk was only open for 1 to 2-1/2 hours. The longer shifts did not always match-up with the conference schedule, so flexibility in scheduling is necessary. Early on I decided to remain at the registration desk anytime that it was scheduled to be open. Then I scheduled three volunteers (including myself) at a time for the first three days (plus the Silent auction) and then reduced it to 2 volunteers (including myself) for the rest of the conference. There were times that the registration desk remained open beyond the scheduled hours, due in large part because of perceived need and the willingness of headquarters staff. As it worked out we had more than enough people staffing the desk and even canceled or let people leave early as the conference progressed. Frequently, there were other members of the conference committee at the desk and they also provided additional assistance as needed. While we did not have a separate desk for local information (hospitality desk handled all of that), there were two tables for ARLIS/NA and VRA publications that were brought into the locked registration room whenever the registration desk was closed. We could have used another table for materials that members, exhibitors and others wish to leave out. One thing we neglected to do this year was to have a list of hotel rooms for conference attendees.

Although, there were only a couple of times that people asked about it.

The first call for volunteers was made in Fall 2001 at the local chapter meeting. Another announcement was sent out via email to the local ARLIS and VRA chapters in early January followed by a later announcement on ARLIS-L. Unfortunately, I was having technical difficulties at the time and Marianne Cavanaugh had to send out the announcement for me. After the volunteers received the preliminary program they were contacted for scheduling. Following their responses a schedule was sent back for their confirmation and a reminder was sent out closer to the conference. All of this process was done via email. I suspect that the use of separate locations for the registration and hospitality desks required a greater number of volunteers to staff them. It was agreed that students or staff from other libraries, could attend sessions or tours, space permitting, on a day of the conference for every 3 hour shift he or she worked. In our case only one student volunteered to work the registration desk for free attendance, although she ended up not being able to assist due to illness. Otherwise, the volunteers all showed up on time and participated with enthusiasm, although sometimes a little sleepy on the early morning shifts.

In the past the Registration Desk chair has arranged for the bag (to hold the registration envelope, program and other materials) to give to registrants. However, this year either headquarters or the conference co-chairs handled the arrangements for the bags. The bags with their logo were donated by RLG, who has provided them for the past three or more years. The bags were shipped directly to the conference hotel shortly before the conference, and other materials including that of local interest were delivered or brought by local members for inclusion in the bag. Arrangements were made to stuff the registration bags one-day before the registration desk opened. The process of stuffing the bags took about 4-5 hours with 5-8 people working on this at any one time.

Reminders/Suggestions for the Baltimore (2003) conference:

The registration bag included the program, local restaurant/city guide, conference evaluation forms, exhibitor's list, attendee's list, and information of a local nature including the best (free) available local map.

Determine who is responsible for the arranging for the registrant's bags (at the 1991 conference in Kansas City we used bags from the Nelson-Atkins museum gift shop).

Coordinate early who (headquarters and/or volunteers) will handle such things as the silent auction donations. This year a VRA member in coordination with headquarters organized it. Most items were received and stored by a local VRA member, who then brought them to the registration desk just before the auction set-up. Pre-registered hand-delivered items and additional unregistered items were received and held at the registration desk until the auction set-up. Headquarters was well organized regarding payment for and pick-up of the silent auction items, and the registration desk volunteers assisted in the process. There were very few items left for pick-up at a later time, and seemed to run much smoother than in Los Angeles.

Decision should be made and communicated about whether a bag goes to each person at an exhibitor's booth or one bag per firm. We were flexible about this, generally offering one bag if they arrived together with a program for each additional individual. But if they requested more than one bag, we gladly gave it to them. Also, related to pick up of registration envelopes by exhibitors, there was one envelope per firm containing material for each staff attending. Initially, we gave the entire registration envelope to the first staff member arriving, but found that it was better to open the envelope and give each individual their badge, etc. This way those arriving later did not have to track their co-worker down. Generally, we did not give a bag, just a program and badge, to guest speakers. At the end of the conference we put the extra bags out for anyone to take, sometimes individuals requested one for someone who was unable to attend the conference.

The registration desk chair should plan to open and close the desk each day. I chose to stay at the desk during the entire time it was open, so that there was consistency throughout the day. Otherwise, it would be best to work the first shift or work with the new volunteer until things are running smoothly. A list of volunteer duties should be available at the desk, along with desk copies of the program, list of exhibitors, list of conference attendees, etc. for attendees to consult for quick reference or if they leave their bags in their room. We also had a map of the hotel meeting rooms so that we could provide directions their next meeting. Additionally, we suggested that each registrant check their name badge before they left the registration desk (particularly important for exhibitors) to be sure that their name was correct or as they wished it to read.

**LOCAL INFORMATION/HOSPITALITY DESK REPORT**  
**Submitted by Noriko Ebersole, VRA Information Desk Coordinator**

**Volunteer Recruitment and Scheduling**

10/12/02 Appointed to be co-chair of the Registration/Hospitality desk with Tom Young at the VRA/Midwest Meeting in St. Louis.

12/01/01 Received an Excel spreadsheet with the hours for the Hospitality/Information desk from Marianne Cavanaugh and a list of volunteers who signed up at the October meeting at Saint Louis.

12/19/01 Sent a list of questions to Betha Whitlow and Marianne in order to design the desk schedule. Received the answers from Betha. With Betha, decided to make a new desk hour schedule.

1/11/02 Received new desk hours that Betha designed.

1/14/02 Sent a draft e-mail of a letter which I planned to send to the desk volunteers, to Betha and Marianne in order to get their approval.

1/22/02 Received the approval.

1/23/02 Sent the first call, along with the Excel spreadsheet schedule chart, to the people who signed up at the Oct. meeting.

1/04/02 50% of the slots filled.

2/5/02 Sent a first call to the members of VRA/Midwest.

3/19/02 95% of the slots filled.

Total of 122 e-mails, including 45 to Marianne and 23 to Betha, were sent and about 20 phone calls were made in order to recruit volunteers for the desk approximately from January 23 to the day before I left for the conference.

**Hospitality Desk Materials and Orientation**

The hospitality desk was a new for both ARLIS and VRA conferences. Designed to make our attendees feel at home during a long conference, we wanted the desk to be extremely informative. We did this in part by collecting extensive materials on St. Louis, and organizing them in such a way that volunteers who were not local could use them to provide information. The most popular materials included: "St. Louis on Your Own" public transportation directions, single-page neighborhood descriptions written by the conference committee, extensive restaurant binders drawn from local restaurant guides and organized by both neighborhood and type of food, art museum brochures, and city and public transportation maps, which we taped open on a separate table. Other materials provided included gallery guides, brochures, convention and visitor's bureau guides, local newspapers, desk copies of books on St. Louis, binders with current information on special events, and binders with the hours and costs of major St. Louis attractions. Volunteers for the desk who could arrive for a Wednesday orientation session received instruction on the desk materials and a list of the potential "most popular" questions, with responses. This list was added to over the course of the conference, and passed on from shift-to-shift along with instructions on how to best utilize the other desk materials.

Please note that it is best to have a separate table on which to place restaurant and special event binders, so that people can pick them up and browse. In addition, a small, square table large enough to accommodate an open city map is useful for pointing out directions.

**PUBLICITY REPORT**

**Submitted by Betha Whitlow, VRA Local Arrangements Co-Chair**

## Publicity: Local Arrangements

The majority of the local arrangements publicity was generated through the ARLIS and VRA Listservs. The timeline for releasing the messages and all of their content was agreed upon by both local arrangements co-chairs. All messages posted to the Listservs utilized a standard subject line, "ARLIS/NA-VRA Conference Preview," for the purpose of consistency. A timeline with release dates and a brief description of each message are listed below.

Friday, October 19, 2001

General conference preview message, pointing people to our conference website and describing the information included within.

Thursday, January 10, 2002

Message regarding transportation options to St. Louis, providing a description of the major airlines that serve the city, information about our airport, bus, and train stations, and transportation to and from these stations.

Thursday, January 24, 2002

Message detailing our different tour options, timed to follow the receipt of the preliminary conference packets.

Thursday, February 7, 2002

Message describing and encouraging registration for conference special events, including the banquet and anniversary party.

Friday, March 1, 2002

Message pointing out unique St. Louis neighborhoods accessible by Metrolink, and their features.

Wednesday, March 6, 2002

## **WEB SITE REPORT**

**Submitted by Dana Beth, ARLIS/NA Conference Web site manager**

### General suggestions:

There should be discussion early on about what is expected from the website. For the joint conference, the website turned out to be more important than usual. Because of problems with print mailings, almost all the information relating to the conference ended up on the website; in some cases, important information that was left out of the preliminary program was only available there. People relied heavily on it, and it had a fairly elaborate structure and had to be kept up to date. Will this be done again next year?

The website can consume a fair amount of time, off and on. I advise getting the page set up and getting the general and local information added early, so that time can be devoted later to more time-sensitive material. Get the basic information - dates, location, hotel, costs, preliminary schedule - up as soon as possible so people can make plans. The pace picked up considerably around November. It's helpful to have flexible scheduling so you can respond quickly to needed updates.

The webmaster has some discretion in the amount of time they devote to the site. For example, I spent a fair amount of time finding images for the tours page; that was entirely optional (but fun).

You will need good web-editing software and probably Adobe Acrobat, at least. Image editing software is also very useful.

### Problems:

I had major problems with communication, especially early on. No one told me anything. After I was added to the Leadership mailing list, it was better. But people are focused on their own responsibilities and don't always think about how what they're doing affects the website. Don't hesitate to remind them.

Keeping accurate and up-to-date information on donors was a headache. Who has paid, and who hasn't? For those

contributing over \$500, what are they sponsoring? Theoretically, donors aren't supposed to be given credit until their check has been received, and initially I tried to observe that on the website. But several exceptions were made, and so I ended up adding all of them regardless.

The desire to make program information available early - partly to help people make plans, partly to help sell the conference - meant numerous updates as plans firmed up and schedules changed. I had chosen to put the program in as an html web page, rather than merely linking to a pdf document, in order to take advantage of linking and to have more control over appearance and formatting. This made updating quite time-consuming and frustrating, and I might not have done it that way if I'd known how many updates there would be. But it's probably worth it if you have the time. Make sure that when people send you updated text, the changes are clearly indicated.

## **LOCAL GUIDE REPORT**

**Submitted by Dana Beth, ARLIS/NA Conference Web site manager**

The Local Guide is entirely the responsibility of the host chapter. No funds, printing, etc. are provided for this; you'll have to find your own funding to cover the cost. In my case, my employer covered it. The trade-off is that you have control over the look and content.

If you want to try to get local contributors for the restaurant guide, as I did and as was done for the LA conference, start early! I found it surprisingly difficult to get contributions, and had to send out many reminders.

## **TOURS REPORT**

**Submitted by Betha Whitlow, VRA Local Arrangments Co-Chair**

We feel as if the tours offered for the 2002 ARLIS/NA-VRA Joint National Conference were a great success in terms of their diversity, profitability, and manageability. Much of this success came from beginning our planning process early, which allowed us to fully develop many selections to present at CPAC in June 2001 and to locate excellent guide services. From an initial list of 19 tours, 12 were selected at the CPAC meeting. Four of the tours were repeated, for a total offering of 16 tours. Below please find a list of observations for future tour planners, as well as the timeline we used for making our arrangements.

### **OBSERVATIONS**

Blockbuster architecture, archaeological and art tours were by far the most popular offerings with our constituents. Tours highlighting well-known architects like Frank Lloyd Wright, impressive and world-renowned sites like Cahokia Mounds, and unusual and exclusive art "museums" like the Pulitzer Foundation filled up quickly. We offered repeats of the two Usonian houses, Pulitzer Foundation, and Cahokia Mounds tours, and all but one filled to capacity.

1. Offering "blockbuster" tours guaranteed to turn a profit allowed us to experiment with tours with more creative content, and to avoid canceling the two tours that ultimately did meet our projected minimums. We found some success with unusual tours, particularly those connected to the conference programming like the adaptive reuse Metrolink tour. Tours highlighting attractions other than those found in art and architecture were harder to sell, perhaps because the educational opportunity they provide is not as likely to be justified as a legitimate expense by an employer. Such tours have a better chance of succeeding if the opportunity to take them is perceived as truly unique, like the historic cemeteries tour, and by attempting to keep the cost of these tours down. Seasonal issues are also important to consider. We offered rather inexpensive tours to Laumeier Sculpture Park, and of our impressive urban parks system. These tours required extensive time outside, and we consider it a factor in their failure to turn a profit. It is our feeling that these tours would have sold better during the later spring, when there is foliage and a guarantee of warmer weather.

1. We were fortunate to get an excellent guide willing to guide five tours for a small donation to the Historic Sites Foundation of St. Louis County. This guide was the St. Louis County Parks historian, and a well-known preservationist who loves our city. We also received free and excellent guide services from Principia College in Illinois, arranged by their very enthusiastic archivist. Many cities have devoted guides who are willing to work for a nominal fee in exchange for the promise of a captive audience. Call the art librarian at the public library for recommendations, talk to foundations dedicated to the preservation of historic sites to see if they know of any "experts" who might be willing to exchange their services for a small donation, speak with university professors that



might be willing to offer a few hours of their time to guide in their area of expertise, or determine if your city or site has a historian or archivist in residence. The tours guided by these “free” guides generally received the most praise from our conference attendees, perhaps because they had the enthusiastic support of a guide whose pleasure in their subject overwhelmed their desire for compensation.

2.

3. The management organization utilized the services of a destination management firm to assist in arranging the contract with the bus company and in making certain that the busses arrived and departed on time. For such a small planning committee, the use of this service was very important for our overall sanity, and for the seamlessness of the tours. They arranged for the appropriate bus size given our tour numbers, communicated with the bus drivers, and were able to alter both the bus size and specific travel arrangements on short notice.

4.

5. If at all possible, try to plan tours so that lunch need not be included in the price. We blocked the majority of our tours from either 8 a.m.-12 p.m. or 1 p.m.-5 p.m., allowing us to eliminate the \$15 cost of a modest box lunch or buffet, as well as the planning hassle of providing a meal.

#### **6. Timeline for Tour Planning**

7.

#### **8. January 2001**

9. Local arrangements committee met to discuss possible tour guides and to brainstorm tour sites.

10.

#### **February 2001-May 2001**

Began meeting with potential guides to discuss our tour options, receive their recommendations, and to develop descriptions. Developed a bottom line price for each tour.

#### **June 2001**

Presented tours to CPAC for selection or elimination.

#### **July 2001**

Assigned prices to each tour.

#### **August-September 2001**

Scheduled tours and received confirmations from guides and sites.

#### **October 2001**

Completed final tours descriptions with times, dates, and prices. Provided those descriptions to publications editor and web editor for inclusion in the preliminary program and website.

Recruited regional volunteers to monitor tours during the ARLIS-Plains/VRA-Midwest fall meeting.

#### **January 2002**

Immediately following the mailing of the preliminary conference program, an e-mail to the ARLIS and VRA listservs was issued describing the various offerings.

#### **February 2002:**

Issued preliminary deposits to guides and tour destinations.

Provided management firm and organization treasurer with specific payment information, so that the remainder of the deposit could be paid by check at the time the service was delivered.

Based on preliminary registration numbers, additional promotional messages were sent to the ARLIS and VRA listservs in an attempt to increase numbers on tours that were not performing well.

#### **One month before conference**

Final confirmation of dates and times with guides and tour destinations. Provided this information to the destination management firm.

Continued tour updates to list and website manager as tours filled, or when registration for a tour was particularly bleak.

### **One week before conference**

Met with destination management firm to go over bus sizes and tour times.

Produced tour packets with directions, checks, signage and any other pertinent information for tour monitors.

## **PUBLICATIONS EDITOR REPORT**

**Submitted by Mark Pompelia, Conference Editor**

### Formation at CPAC:

Due to the unique nature of the joint conference, most of the conference responsibilities of the VRA Vice President were assumed by the ARLIS/NA management firm, Clarke and Associates. In an effort to save money and because I have produced the VRA conference program since 1998, I volunteered to be in charge of publications that were typically outsourced by ARLIS/NA: Exhibitor's Postcard, Exhibitor's Prospectus, Preliminary Program, and Final Program.

Production deadlines were established at the CPAC meeting in June.

### Production:

I received the previous year's publications from the Canadian design firm used by Clarke. However, these publications were in a different software program than what I use; filters for importing the publications were ineffective, leaving me no choice but to start from scratch.

To keep an arduous story short, many deadlines were missed. The Exhibitor's Prospectus went out in roughly the same timeframe that had been established at CPAC. However, the Preliminary Program suffered extreme delay at every turn. For example, preliminary program information was late in being determined, which resulted in the Preliminary Program only containing general schedule information. However, the Preliminary Program did contain all relevant information on the conference city, the conference hotel, all program abstracts, registration forms, etc. Other forces that added to production time included the holiday season, Canadian production times, and Canadian mailing (post September 11). Final Program production occurred via the Canadian design firm.

### Final Remarks:

I accept responsibility for many of the aforementioned delays, which, in addition to a demanding schedule, resulted largely from a difference in organizational cultures. Having produced the final conference program for VRA for four years, I understood the importance of deadlines, but was surprised at their inflexibility—especially when coordinating information from so many different sources (the Presidents, Local Arrangements Co-Chairs, Program Co-Chairs, Exhibits Co-Chairs, the hotel, the management company, etc.).

To put things in proper perspective, the Preliminary Program arrived one month after the College Art Association Preliminary Program—a benchmark conference that occurred one month earlier than our own. The delay of the Preliminary Program also forced members to consult the website, which proved to be a more favored approach for conference attendees to plan their week. All registration forms were distributed as PDFs via the website, which satisfied any need for paper forms.

I would strongly suggest that ARLIS/NA not delegate this responsibility to one person in the future due the priorities and complexity involved.

## **SILENT AUCTION REPORT**

**Submitted by Mark Pompelia, Silent Auction Committee Chair**

### Formation at CPAC:

The idea to continue the tradition of a Silent Auction Fundraiser was suggested at the Conference Planning Advisory Committee (CPAC) Meeting in June 2001 due to its success at the previous ARLIS/NA annual conference in Los Angeles. CPAC decided to target funds raised by the Silent Auction to benefit the ARLIS/NA Conference Speakers Fund and the VRA President's and Tansey Education Funds.

A committee was formed with three CPAC attendees: Patricia McRae, University of Nevada-Las Vegas, who would serve as mistress of ceremonies; John Taormina, Duke University, who would serve as exhibit preparator; and myself as event coordinator and webmaster. A fourth member, Marilyn Russell-Bogle, was soon added to provide a deeper connection with the ARLIS/NA membership.

CPAC decided that the event itself would be held in the Exhibits Hall and feature a cash bar.

#### Publicity and Preparation:

Publicity for the event occurred throughout the autumn in respective journals, conference e-mails, the Exhibitor's Prospectus, and the Preliminary Program. Soliciting e-mails were also sent to prospective donors that included the regional chapters of the two organizations, creative artists among the joint memberships, and local artists, as well.

I established a website on Hostway.com, using the Visual Resources Association account web space. This website include a front splash page, a page that described the event, an online form for donating items, and a gallery of donated items.

#### Processing Donations:

I established an Excel spreadsheet that served to track all donated items. A unique number was assigned to each donor; another unique number for each donation; both the donor and donation records cross-referenced the other. This method satisfied the data requirements for Susan Rawlyk, Clarke and Associates, who would be processing all payments and receipts.

Donations were slow to arrive until the end of January 2002. From then until the suspension of the online donation form the week before the conference itself, items arrived at an impressive rate. I was thus able to prepare an Exhibition Checklist of ninety-seven items to be placed inside the registration packet of materials for conference attendees. I also prepared a generic bid sheet to accompany each item.

Betha Whitlow, of Washington University in St. Louis, graciously agreed to receive shipped items at her campus office to avoid hotel surcharges. Susan held items donated onsite at the registration desk. She also brought NCR receipts in triplicate that required custom information for each item, which John Taormina and I completed during spare time at the conference.

Onsite donations brought the total to nearly 150.

#### The Auction:

Two hours were set aside for event preparation in the Exhibit Hall. Boxes were delivered and unpacked at the half dozen or so empty exhibit tables. Exhibits Coordinators Beth Kopine and Ellen Petraits assisted in this task.

ARLIS/NA President Ted Goodman introduced the event and myself. I introduced the format of the event and the emcee. Patricia then took over the event for the next two hours. She very effectively talked up various donations; when possible, she passed the microphone to the donor, who was able to talk about his or her donation with greater intimacy, which worked to great effect with the audience.

The event had to close one hour earlier than scheduled due to a conflict involving the security of the Exhibit Hall. This shortened timeframe certainly curtailed the fundraising aspect of the auction—the final hour of which is always the most exciting. Many members arrived only to find the auction closing in fifteen minutes or so.

Patricia and I closed the auction in thirds, going to each item and handing the bid sheet to the highest bidder. The winner took the bid sheet to the registration desk and Susan Rawlyk and Vicky Roper pulled the corresponding receipt and filled in the selling price.

#### Final Numbers:

Preliminary tallies indicate that the event raised over \$6,000. A final amount will be forthcoming in a conference budget report from Clarke and Associates.

Less than a dozen items went unsold; these items were shipped to Rice University for return to their donors.

### Recommendations:

I would suggest as much pre-processing of donations as possible. Customized bid sheets, for example, might have been possible but only if generated during the months before the event. I would also suggest coordinating the event more closely with the hotel and management company to cover room availability, etc. Beyond that, I am very pleased with the experience and results of the 2002 Silent Auction.

### **RECEPTIONS/SPECIAL EVENTS REPORT**

**Submitted by Suzy Enns Frechette (ARLIS/NA) and Cheryl Vogler (VRA), Co-Chairs**

The Special Events Co-Chairs for this first joint conference were Cheryl Vogler of the St. Louis Art Museum (VRA) and Suzy Frechette of the St. Louis Public Library (ARLIS/NA). Some duties we performed individually, some as a team, some with our Conference Co-Chairs, and some even involved our chapter members.

We didn't know exactly how many and what kind of events we needed to plan until getting the final word from the CPAC, but we did know that we needed to identify likely venues for various purposes. We compiled a list of venues, using our own knowledge and suggestions from others on the local arrangements committee, shortly after returning from our 2001 separate conferences. We contacted these places, and most sent folders or brochures with rental fee, catering, and other information. Some were ruled out for cost, space, or timing reasons, or because they didn't seem to fit our other needs. By the end of the summer of 2001, the CPAC had decided on the events and we had narrowed our venues.

In October 2001 the Midwest Chapter of VRA and the Central Plains Chapter of ARLIS/NA held a joint meeting here in St. Louis. This meeting was dedicated entirely to conference planning. Chapter members were shown slides of possible sites for the various events and voted on their favorites. At this meeting some chapter members volunteered to be meeters and greeters at various events. After this meeting, we contacted our venues to book our events officially; contracts were obtained and sent to ARLIS/NA headquarters for signatures and deposit payments. Sometimes this took a while, and some payments were late, but luckily our caterers didn't seem to get upset over this.

Our events were:

Welcome Party and Conference Banquet. These were evening events at the hotel. The hotel contract specified a minimum number of food events had to be held there. We met with the hotel's conference manager in January 2002 to discuss numbers, menus, and cost. We emphasized that a vegetarian meal option for the Banquet was a must.

Leadership Breakfast. This was also held at the hotel, and was also handled expertly by the hotel's conference manager. An ARLIS/NA Board member was designated by the Board to coordinate this breakfast, so she was involved slightly with the menu selection.

Convocation and Reception. For this we had to find an auditorium large enough to accommodate our group with an attached large party space. We found this at the Sheldon Memorial. Here the group event planner, though enthusiastic at first, was later almost impossible to contact. This venue has a list of preferred caterers, and we worked with one of them satisfactorily, even having a small sample taste test at the museum one day.

Anniversary Party to honor ARLIS/NA's 30<sup>th</sup> and VRA's 20<sup>th</sup> year. We wanted someplace really spectacular, and we found it in the indescribable City Museum. This venue only uses one caterer, who was professional and easy to work with. Menu and an approximate cost were determined in November of the year before the conference. This was a paid event, and people were buying tickets right up to the day of the party, so the final count was not really final until the party started.

To bring events like these to life successfully, many people have to work together. The Local Arrangements Chair needs to have her hands on all the strings. The CPAC, especially the Treasurer, and ARLIS/NA headquarters staff are heavily involved with setting and adhering to budgets. ARLIS/NA headquarters must sign all contracts and send all deposit checks. The Special Events Chair needs to maintain good contacts with the venue managers and/or caterers involved, especially in the week or two before the conference begins and on the day of the event. The

chapter members who volunteered to direct people and hand out programs were invaluable. Carefully plan ahead and watch all details, then sit back and enjoy the parties!

## **BUDGET REPORT**

**Submitted by Marianne Cavanaugh, ARLIS/NA Local Arrangements Co-Chair**

The knowledge and help of the ARLIS/NA Treasurer, Trudy Jacoby, was invaluable in preparing the conference budget. She had worked on two prior conferences, and much of the format for the budget was set. Having said that I should caution that all conferences are different, (a different locations, different events planned, etc.) and will have different expense and income lines.

Having the budget spreadsheets from the previous conference to work from made the first preliminary budget easier to pull together. There is a list of budget lines used previously, so that all the costs are covered. Our budget did have some extra lines to account for some VRA specific activities, but not that many. I believe we had to add one expense line for the fee ARLIS pays whenever a credit card is used to register for the conference.

Also available from previous conferences were worksheets to help prepare the budget for tours and workshops. Both Pittsburgh and LA used the same type of worksheet and the tour budgets went together quickly. A similar worksheet was used to budget each food event. The hotel can create appropriate menus working within a budgeted amount. Sample menus and costs can be supplied by the hotel for the purpose of creating a budget.

The program co-chairs were responsible for preparing budgets for each of the workshops and sessions, relying on similar worksheets to establish costs. There are established guidelines for paying honoraria. Now there is a special speakers fund which can be used to pay travel or honoraria to outside guests.

The basic theory of the budget is to make sure all costs are covered, and the targeted profit is made. The projected registration and fees should bring in enough to cover the basic costs. The income should be underestimated and the expenses overestimated. A fee for not making the hotel block rate should be assumed also.

The tours were budgeted to break even if they were half full. Several tours sold out, which enabled us to carry the tours which lost money. The conference produced the budgeted profit from the tours. The workshops were budgeted for a targeted profit for each. For all the details on budgeting for the tours, events and workshops, please see the worksheets used. They are attached to this report.

The transportation contract and the audiovisual contract were handled by ARLIS/NA Headquarters, and these exact figures were not available during the budgeting process. Estimates from local vendor price lists were used for the conference budget. To date the conference budget figures have not been finalized.