FINAL REPORT
36th Annual Conference, Art Libraries Society of North America
ARLIS/NA at Altitude   May 1-5, 2008 – Denver, Colorado

This Final Report of ARLIS/NA's 36th Annual Conference held May 1-5, 2008 at the Grand Hyatt Hotel in Denver, Colorado is respectfully submitted by the Denver Conference Planning Committee. As stated in the Conference Planning Manual, submission of this report to the ARLIS/NA Executive Board fulfills the Denver committee's final conference obligation.

This report, along with the archived conference web site and print program, is intended to serve as the official record of the planning and realization of the Denver conference. It does not contain the final official statistics that are contained in reports from the Society's management firm or the ARLIS/NA Treasurer.

Submitted by:

Peggy Keeran, University of Denver, Local Arrangements Co-chair
Tom Riedel, Regis University, Local Arrangements Co-chair
Jeanne Brown, University of Nevada, Las Vegas, Program Co-chair
Mary Graham, Arizona State Museum, Program Co-chair

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Report: Local Arrangements
Submitted by Tom Riedel and Peggy Keeran, Local Arrangements Co-chairs

The 36th annual ARLIS/NA conference was held in Denver, Colorado May 1-5, 2008 at the Grand Hyatt Hotel, and, based upon verbal feedback and conference evaluations, was very successful.

Chapter Proposal, April 2006. When plans for a joint 2008 ARLIS/NA-VRA conference in San Diego fell through in April 2006, the ARLIS/NA Mountain West chapter was asked to propose Denver as a site for the conference. With full chapter support, a conference proposal was written by presumptive Local Arrangements Co-chairs Peggy Keeran and Tom Riedel and submitted to the Executive Board by Chapter President Marilyn Russell. Once the proposal was approved by the Executive Board, Keeran and Riedel were officially appointed as local arrangements co-chairs and assigned two Denver hotels for site visits. Our recommendation of the Grand Hyatt in downtown Denver was accepted and a contract for April 30 – May 5, 2008 was signed in short order. The Co-chairs began investigating possible venues for Convocation and Society Circle.

Chapter Meeting, Tucson, October 2006. During our annual chapter meeting, Keeran and Riedel made an initial presentation to chapter members on the conference hotel, possible event venues and tours. Program Co-chairs Jeanne Brown and Mary Graham had already been appointed by the ARLIS/NA Executive Board. We began to assign Coordinator positions in Tucson, and were fortunate in being able to match individual skills with assignments, ultimately resulting in this roster:

Development – Jennifer Parker (University of Colorado)
Exhibits – Eumie Imm-Stroukoff (Georgia O'Keeffe Museum)
Publicity – Paula Wolfe (University of Arizona)
Registration/Hospitality – Lisa Blankenship (University of Northern Colorado)
Special Events – Jennifer Parker (CU) & Leslie Trumble (University of Denver)
Tours – Nancy Simon (Denver Art Museum, retired)
Web – Chris Ramsey (Brigham Young University) & Bethany Sewell (University of Denver)

Conference Committee Meetings. Colorado and Wyoming members of the local arrangements group met three times in advance of the 2007 conference in Atlanta, and conference calls were held with coordinators not in the Denver area.

December 8, 2006 – University of Northern Colorado, Greeley.
Suggestions/questions that arose at this meeting: asking a couple of vendors to speak at the first-time attendees meeting; whether we could or should use the *MySchedule* software used at Houston and Banff; whether we should have a conference blog; should membership meeting be a breakfast/brunch; if we could sponsor a logo design contest at the Art Institute of Colorado. The group brainstormed a theme and settled on *Arts at*

Altitude: A Mile-High Convergence, which ultimately became *ARLIS/NA at Altitude.* We discussed several possibilities ultimately abandoned: Rockies baseball game; gambling trip to Black Hawk/Central City; shopping trip to Cherry Creek.

March 9, 2007 – Regis University, Denver. By this date, the conference listserv had been established through DU, the Denver Art Museum had been secured as a venue for a party, and arrangements were made with the Art Institute of Colorado for a conference logo design contest. One of the key issues considered at this meeting, and something that sustained us through the planning process, was the establishment of an expanded timeline for coordinators based on the framework provided in the Conference Planning Manual. Co-chairs asked that coordinators identify their own milestones in completing their planning so that everyone would know what tasks needed to be completed at what point. The timeline was a fluid document, with dates and tasks adjusted, added or deleted as needed. [Appendix A]. At the beginning of each month, Keeran sent a message to the CPAC list alerting everyone of tasks to be accomplished that month.

> **Logo design contest**: Glenn Pflum, librarian at the Art Institute of Colorado, made an initial inquiry with AIC to arrange a student contest to design the conference logo. Dr. Kathryn Lee's Design Team class was selected, and Tom Riedel pitched the project to the class. The winning designer was given a $100 prize, paid by the Mountain West chapter. For more on the contest, see the virtual poster session at: http://arlisnamw.files.wordpress.com/2008/04/logo-contest3.pdf

March 28, 2007 – University of Denver (DU). By this time, the conference website had been established. The site at this point was primarily a place holder, since the final web design was based on the winning logo design. Chris Ramsey at BYU, the conference web host, was designated to receive all content for the website. We discussed development of a conference blog and use of the *MySchedule* software, both of which Bethany Sewell developed for our use.

April 28, 2007 – Atlanta Conference. MW chapter members distributed 400 Denver pins to conference attendees to attach to their name badges—and to drum up interest in Denver. Chapter members met over breakfast to exchange observations about the Atlanta conference, and it was clear to us that we faced a few key challenges in Denver planning: finding an easily accessible venue for Society Circle; planning tours that wouldn't have to be cancelled; and making sure that Exhibitors would be happy. Riedel presented an overview of Denver at the Membership Meeting. See: http://arlisna-mw.lib.byu.edu/denver2008/presentation.htm.

Note: Shortly after the Atlanta conference, Keeran and Riedel returned to the conference hotel for a site visit, and were alarmed to find out that McPherson-Clarke had contracted for hotel session rooms that we had not recommended because they were inadequate for our needs. We were fortunate in that the initially recommended rooms in the Hyatt Convention Center were still available, and the contract was rewritten.

CPAC, July 26-27, 2007, Grand Hyatt, Denver. President Deborah Ultan Boudewyns set conference goals of a healthy budget, higher attendance at the membership meeting, increased honoraria for speakers, fewer competing programs and more programs with widespread appeal, cutting back the number of meeting rooms needed in the next 4-5 years, and maximizing attendance in the exhibits hall and bettering the exhibitors' conference experiences. [Appendix B - CPAC Agenda] Program proposals were selected and the budget set. Based on projected higher costs for food events, it was decided to raise conference registration fees by $25. Timelines were set for early registration and tour cancellations. We believe we were able to implement the vision set forth in the goals; those accomplishments are detailed throughout this final report in individual sections. We have included many sample documents that may be helpful in future planning; we found that these types of examples from previous conferences were very useful to us.

Note: CPAC arrangements were not made far enough in advance so that out-of-town committee members could stay at the conference hotel. Instead, rooms were booked, with no consultation of the local arrangements co-chairs, at a hotel nearly 5 miles away from the conference hotel. We think it is important to note that these two early interactions with HQ set the tone for a series of mishaps, miscommunications and misunderstandings that resulted in a very poor working relationship between McPherson-Clarke and the conference co-chairs for several months—until the return of Susan Rawlyk as Conference Manager a couple months before the conference opened. Under the best of circumstances, conference planning is a time-consuming enterprise executed primarily by volunteers, so it was bewildering to us that those who were being paid to work for the Society were not being held accountable.

COMMUNICATION

The Local Arrangements co-chairs conferred daily via email, and frequently by phone and in person. We worked very well as a team with the Program chairs throughout the planning for the conference, consulting each other daily primarily by email but also phone and conference calls to accomplish tasks and goals. To ensure that we were kept in the communication loop between HQ and committee coordinators, especially after it became apparent that the problems we were having with headquarters would persist, we asked that coordinators copy us on all emails sent to the Conference Manager. A CPAC listserv was set up to facilitate communication between members of the group, although it was not heavily used; we found that there were few issues that warranted including the entire group in the conversation.

Before the conference, all committee members exchanged cell phone numbers so that we could communicate effectively during the conference. We recommend adding this exchange to the conference planning timeline.

HOTEL

The Grand Hyatt floor plan presented a special challenge in that the conference center was located across the breezeway from the hotel and the exhibits hall. Given exhibitor complaints at the Atlanta conference, we were concerned about this arrangement, but through careful planning and scheduling, and the assistance of hotel staff, we were able to make it work well for conference attendees as well as the exhibitors. HQ negotiated to have a conference rate of $169 from April 29 to May 5. When the block began to fill, HQ was able to negotiate more rooms for Thursday – Sunday, but not for Monday and Tuesday. Susan Rawlyk was able to negotiate overflow rooms at the Magnolia Hotel, 3 blocks away from the Hyatt, for the same price of $169 per night.

During the planning process, the Hyatt's Associate Director of Catering & Convention Services, Kevin Hodder, was very helpful and responsive to our questions and requests. During the conference, the hotel staff was extremely responsive to technology and internet problems during the programming, as well as to event setup and menu adjustments.

BUDGET

Given the importance of local arrangements chairs having a macro view of all aspects of the conference, we opted to follow the Houston model of assigning a local arrangements chair (Peggy Keeran) to track the conference budget. Peggy worked closely with Fran Scott, ARLIS/NA Treasurer, and with CPAC when warranted, in seeking answers and clarification on the budget process. One of our challenges was that when the conference budget was set at CPAC, we assumed ARLIS/NA would have tax exempt status. We found out later that according to Colorado state regulations, the Society did not qualify. Therefore, we had to pay an additional 8.5% tax and 21% service for various special events. Although the Special Events coordinators, Sue Rawlyk and the hotel did an excellent job working with the money we had, we recommend getting clear answers about tax exempt status before setting the budget. Some other budgetary observations:

- **Fundraising:** Part of the budget included a line item for fundraising, so we explored ways, other than the silent auction, to raise money. We hoped that in addition to the 10% conference group discount we received from Frontier Airlines, they would also give us two round-trip tickets to raffle--but our request was denied. We considered selling t-shirts or mugs with the conference logo on them, but the group felt that wasn't feasible in terms of storing and selling to make enough of a profit. We decided to focus on the Silent Auction as the main fundraiser, where we exceeded the projected income of $3000.
- **Complimentary registrations:** According to the Conference Planning Manual, conference co-chairs, HQ staff, ARLIS Executive Board, and outside speakers on the day they speak are eligible for complimentary registration. Given the amount of work the conference coordinators have to do, we asked that they be considered for complimentary registration as well, but we were asked to think of other, less costly ways to recognize them for their work. We were able to offer each a free

guest pass to a special event or a complimentary tour. In the future, we recommend building the expense of complimentary registrations for coordinators into the budget.

- **Internet Café:** CPAC set a budget of $1500 for an internet café, hoping to find a sponsor for that amount. Even though we secured sponsorship, the amount budgeted did not cover the cost to rent computers and pay for internet access. As a result, we borrowed four laptops from Regis University and Denver University, and provided an internet cable connection for those with their own laptops. We recommend seeking a higher sponsorship amount so that more than four computers can be made available in the internet café.

- **Cash bar:** We did not budget for drinks or complimentary drink tickets (to be distributed to speakers or other special guests) at special events. If the budget dictates having a cash bar we recommend that this information be included in the program where the event is listed, along with the price for drinks, if possible.

REGISTRATION FORM

CPAC scheduled registration to go live on January 14, 2008, with both an online form and a PDF form available through the conference web site. The Co-chairs created the content of the registration form and submitted it to HQ, which then sub-contracted the work to be programmed. We ran into a number of problems with HQ and the programmer meeting deadlines and changing or misinterpreting registration form content; ultimately registration had to be delayed after it had already been publicized. After the launch of the online form, problems with functionality that had not shown up during testing surfaced. We were frustrated to hear from the programmer that this problem was a known but unresolved issue from a previous conference.

We recommend starting on the registration form two months before registration opens to ensure there is plenty of time to proof read and test the online form. The conference timeline does not have dates for creating the registration form, so we recommend that it be added.

The Co-chairs received many inquiries (until Susan Rawlyk came on board) from registrants who had not been notified whether their registrations had been received and processed. We recommend that this process be automated, and that, once the online form is submitted, an email be generated and sent to the registrant confirming registration.

SUMMARY

We are proud of what we were able to accomplish with the Denver conference and it was gratifying to hear praise from our ARLIS colleagues about the programming, events and venues. We would like to thank our fellow co-chairs and all the conference coordinators for their excellent and dedicated work, and Susan Rawlyk and Rob Peacock for their helpfulness, efficiency and good humor.

Report: Program
Submitted by Jeanne Brown and Mary Graham, Program Co-Chairs

The Denver Conference program was by most accounts a very successful one. In-coming ARLIS/NA President Ken Soehner commented at the Membership Meeting that it had set the Gold Standard for conference programs. Closing Plenary Speaker David Silver, who attended many sessions in preparation for his closing address, called the program "formidable." As always the success of the program rests on the diversity and quality of the proposals submitted! Below are some of the elements that the co-chairs considered, some of the issues they grappled with, and some documents they would share with future program planners.

1. Balance in topics.
2. Appeal to sizeable portion of potential attendees.
3. Elements for museum, academic, and visual division members.
4. Application to art and architecture libraries.
5. The program overall, and how an individual proposal fit into the conference offerings.

The number of submittals by category was: 6 poster sessions, 8 workshops, 11 meetings and 40 sessions. The co-chairs prepared spreadsheets of submittals, and worked up preliminary comments. CPAC, held in July, evaluated the submittals and approved, declined, or modified. Some specific actions we took were suggesting overlapping sessions be combined; suggesting to the submitter add a speaker who could address the topic from the viewpoint of one of the groups in #3 above; determining where individual papers (included in the count of sessions above) might be incorporated into sessions; suggesting that some session proposals be a poster; suggesting that a workshop proposal be turned into a session; and suggesting that some sessions were of such general interest that they should be no-conflict sessions. In one case we pursued creating a session on a topic for which there was an interest but no proposal. The final count was 7 poster sessions, 5 workshops, a great number of meetings (see below), and 24 sessions (including opening and closing plenary speakers).

There were several objectives for the program chairs, some of which might be seen as contradictory! The membership has asked for a streamlined conference, so the number of days had to be kept manageable. We ended up with (as we advertised) three full days of sessions. Sessions ran from Saturday morning to Monday afternoon. The fact that the sessions on Monday afternoon were full testifies to the fact that attendees committed to the full three days. In addition workshops were scheduled for the Friday before sessions. The exhibitors have asked for more concentrated and more productive time with attendees. To that end we scheduled an exhibitors' no-conflict time on Saturday and Sunday mornings, and had exhibits open only two days instead of three. To add to the life of the exhibit hall during no-conflict and other times, some components of the program were scheduled in the exhibits, including the silent auction, poster sessions, an ARLIS/NA membership table, and an innovative technology approach (Web 2.0 Kiosk)

that had members introducing/helping other members and attendees to come to grips with web 2.0 implementations.

Attendees in the past have lamented the number of hard choices they must make for their time at conference. While we did not eliminate hard choices, we did set up some sessions as no conflict, in addition to the more standard no-conflict for opening and closing plenary speakers. We had a diversity no-conflict speaker and a no-conflict session on the Denver Art Museum just prior to the D.A.M party. In addition we limited the number of simultaneous sessions to three (with one exception). Program co-chairs got positive feedback on the more "manageable" program, so this seems to have worked.

Convocation, again as a result of attendee feedback from previous conference, was held the first night, Friday, after workshops and followed by the welcome party. This allowed attendees to become aware of award winners such as travel and research and especially the Distinguished Service Award winner, and hear a key note speaker who set the tone of the conference.

Scheduling meetings continues to provide challenges for program planners. As mentioned above only 11 meeting proposals were submitted. Two of the session proposals were actually vendor user group meetings. ARLIS is encouraging its groups to provide meetings with substance – to which some have responded with speakers in the meeting times or presentation of member projects (such as the SLAM presentations at the Architecture Section meeting). This further blurs the line between meetings and sessions. The working lunch meeting proved a viable option for several groups.

ARLIS has many groups. There are also many vendors with user groups [e.g. RLG, AVERY/BHA/Getty Vocabularies, ARTstor, DAAI, SCIPIO, Oxford University Press]– some of whom are not sure when and how they get into the schedule. In addition there are affiliated groups who want to meet at the same time as ARLIS [e.g. the Simmons library school group, AICAD, and the NYC Art Consortium]. All this contributes to the challenge. Our response is not to be seen as a model, simply as one approach that for the most part worked pretty well. The two user group meetings that were submitted as session proposals were accepted, one as a straight session and one as a luncheon session. Both provided content in the proposals. The ARLIS groups that were scheduled by the program co-chairs were the large groups: Divisions and Sections. These were assigned times and appeared in the session listing in the program.

Smaller ARLIS groups such as committees and round tables were asked to poll their members and select a time. Since these groups were small, we did not object to them selecting a no-conflict time. These groups for the most part were accommodated with rooms. In addition the self-scheduled room was available as an additional option. They were not listed among the sessions, but appeared in a separate meetings list, which allowed the program sessions list to appear less cluttered. Most difficult were chapter meetings and large user group meetings. We could not schedule large groups for no-conflict times, as that would defeat the purpose of setting up no-conflict sessions and exhibits time. Some groups declined to meet at the times we could offer and so were not

provided rooms; however they obtained meeting spaces on their own and advertised these meetings on ARLIS-L. An issue surrounding user group and affiliated group meetings is whether ARLIS is committed to providing space, and whether those vendor groups should be asked to pay for AV and space.

Workshops were chosen based on relevance and on financial considerations. However rather than price each workshop based on costs and maximum number that could be accommodated, CPAC decided to price full day workshops at $100 and half-day workshops at $50. This had the advantage of being easy to remember, consistent, and a good value for attendees. On the other hand, workshops that had more expenses or which were conducted by non-members could have commanded more.

INFRASTRUCTURE

Communication was both a co-chair task and a challenge. In terms of program proposals, each was sent a personal email advising them of the status of their submittal. As mentioned above, CPAC had several suggestions for revisions. By early fall, program proposers were given the opportunity to submit a revised version of their proposals that would serve as description for the conference Web site and printed program. Communication regarding AV, honoraria, meetings, speakers was ongoing and changes were made in session description, speakers, etc. through the month before the conference. Determining meeting needs was especially problematic as many groups did not have up to date information on the ARLIS/NA web site. Honoraria were originally set at past levels. The Board revisited the issue at their mid-year Board meeting a month or two after CPAC and doubled the honoraria, which entailed contacting all proposers who had requested honoraria.

Guidelines on various elements were prepared and sent to the appropriate people. These included the Guidelines for Moderators, and the Poster and Virtual Poster Session Guidelines – See http://arlisnamw.wordpress.com/virtual-poster-sessions/. Standard acceptance and rejection letters are included in the appendix. [Appendix C]

Proof-reading and editing were tasks that all the Co-Chairs took on, and took much more time than anticipated. We checked – and re-checked multiple times – various editions of the Meeting Finder, Events-at-a-Glance, session listing, etc. up to and including the final print copy of the Program.

AV and Internet costs account for a substantial portion of the expenses. In addition to tracking AV requests, two issues are worth noting: Internet access and requests for laptops. Only after determining how requests for Internet access coordinated with days/room assignments did the co-chairs contact a few selected moderators and ask if Internet was really needed. Most of these, on checking with speakers, decided it was not necessary after all. We would suggest that any request for Internet be supported with rationale, and in particular be limited to sessions where interactivity is important. Most sessions do very well with screen shots from the net; indeed many sessions which had

Internet access used it very little, and the use was not critical. Laptops too proved very expensive; all moderators were able to find sources for laptops once requested to do so.

Promoting the program and generating interest was enhanced by an overlay of messages beyond those specified in the calendar. We called these messages "Denver Firsts" and received a lot of positive feedback on them, before and during the conference. [Appendix D]

EVALUATIONS

The Indianapolis Program Co-chairs administered a survey via Survey Monkey. There were 193 responses, about twice as many as responded to the survey on the preceding Atlanta conference. Below are some interpretations and highlights of the results.

Q. 2 asked for two things that were liked least. Some good points were made. Sometimes they relate to things out of our control, sometimes to things we overlooked, and sometimes to deliberate decisions.

*The complaint about RLG being in the no-conflict period is not something we scheduled or could control. In fact, we tried our best to discourage it.

*The comments about some meetings not in the program (which would include RLG and others who insisted on their own time and place) reflect a deliberate choice not to include in the program those who were not being scheduled by the Program co-chairs.

*The box lunches were an experiment, and they did not work as well as anticipated. For one thing, we didn't monitor the type of food offered, and it was not really finger food, which it should have been.

*The lack of time between some sessions is definitely a valid point and should be avoided if possible. Adding the working lunch meetings made that impossible (sessions were scheduled immediately after the working lunches, meaning the incoming folk did not have a good opportunity to set up). If they had been moved up 15 minutes there would not have been enough time to get and pay for box lunches. The working lunches also suffered from theater style room set up. It would have been much better if we had had additional rooms just for them. These rooms were not available.

*The poster sessions being lost in the exhibits is another negative that should be addressed. The plan, which was not implemented, was to group them together in a corner of the exhibits. Space was an issue.

* Conflicting meetings and sessions is a fact of life – an attempt was made to schedule sessions that were not of overlapping interest, but ARLIS members are

so diversified in our individual responsibilities that we are interested in a wide range of sessions.

*Technical problems are also pretty inevitable, but the hotel was responsive, which is all you can hope for.

*The idea of putting in the program which events will have food is a good one.

*The distaste for cash bars is certainly understandable, as is Society concern for the budget. Conference planners need to decide whether to provide food and/or drink at events, and if both then the budget or the registration fee needs to be increased to allow both. If cash bars are seen as the way to go, then that information needs to be put in the program, along with the cost of a drink if possible, and advertised ahead of time so that people can take cash to the events.

*Some meetings were scheduled in big rooms (like a chapter in Mt Sopris) because there were no small meeting rooms available. The types of rooms available on specific days are a decision that is made when the contract is signed. We only had one true "small group" meeting room past Friday.

Q. 3 asked which sessions were most useful. Co-chairs sent an email to all session moderators whose session was rated in the top ten.

Q. 5 asked about the preference for the timing and location of the convocation. A large majority preferred early convocation in the hotel. Several referred to the "Denver model" as one to follow in the future.

Q. 6 asked what ways the conference met or failed to meet expectations. 128 lf the 163 responses (79%) were positive; 76 of 163 (47%) were extremely complimentary using words like great, exceeded, best, very, fantastic, and wonderful.

Q. 7 asked how the conference can be improved next year. There were 159 responses, 30 of which ended up being compliments for Denver. Other responses addressed items from Q.2. Some related to specific sessions or speakers.

Q. 8 asked for further comments. 31 of the 65 comments (48%) were very complimentary.

In sum, the Denver conference was extremely well-received.

Report: Proceedings
Submitted by Tom Riedel, Local Arrangements Co-chair

We were fortunate that Betsy Peck Learned, a former editor of *Art Documentation*, agreed to edit the conference proceedings, which are available on the ARLIS/NA web site. The following message posted to ARLIS-L and to the conference blog states the guidelines and deadlines for submitting proceedings for the conference.

Dear Colleagues,

This is a reminder that I will be serving as this year's conference proceedings editor. I will be gathering papers, presentations, virtual posters, and/or minutes from all sessions, workshops, and meetings for the conference. As last year, this year's proceedings will be entirely web-based and accessible on the ARLIS/NA website, therefore full-text and PowerPoint presentations of sessions and workshops are preferable formats. If you will be moderating a session and are confident that your speakers will be able to provide electronic copies of their remarks, you do not need to appoint a recorder for the session. If, however, you cannot be sure that your speakers will have electronic versions of their presentations, please do appoint a recorder. We hope to document as much content of the conference as possible.

Since some of you might be including copyrighted images in your presentations, please note that you will need to secure permission from the vendor/creator prior to publishing them in the proceedings. All authors publishing full presentations in any format will be asked to sign the Publication Agreement on the ARLIS/NA website (http://www.arlisna.org/artdoc/cta.pdf).

Conference proceedings materials should be sent to me electronically at elearned@rwu.edu. The deadline is June 12, 2008.

See you soon in Denver!

Betsy Peck Learned
elearned@rwu.edu

Report: Development

Submitted by Jonathan W. Evans, ARLIS/NA Development Chair and Jennifer Parker, Local Development Coordinator

Significant contributions to the overall financial success of ARLIS/NA conferences can often be attributed to local development efforts. The Denver conference was no exception. Early on in the planning phase, Local Development Coordinator, Jennifer Parker, with help from chapter members, identified more than twenty potential sponsors. Most importantly, they secured significant in-kind contributions early on in the planning process. In particular, space at the Denver Art Museum for a reception was critical, as the costs to rent such venues are often beyond the reach of the Society.

Also significant was the relationship cultivated with Mrs. Frederick R. Mayer, local patroness of the arts. Mrs. Mayer generously opened up her spectacular home, known as the Red House, to the members of the Society Circle. Unfortunately, a cap on the number of attendees made the event somewhat challenging from a logistical standpoint beforehand. In the end, the strength of the venue and its seeming exclusivity may have contributed to record contributions to the Circle, totaling $13,555.

Efforts on behalf of Ms. Parker also led to the support of numerous libraries affiliated with the Colorado Alliance of Research Libraries, resulting in a very welcome and impressive collective contribution of $3,300 to the conference.

Financial contributions to the conference were led by Saskia, Ltd. Their overwhelming contribution toward the DAM reception was facilitated by Ms. Parker, Leslie Trumble (Special Events Co-chair) and Ann Whiteside, ARLIS/NA Past President.

In all, the Denver Conference Development activities were significant this year and far exceeded the established goal of $25,000 for financial contributions by $13,513 for a total of $38,513.

Total sponsorship contributions including financial, in-kind, conference speaker and award funds amounted to just over $53,000, eclipsing the $50,000 generated in 2006-07. Further, the total number of sponsors reached 50 this year, up from the 44 in 2006-07. Seven of these were upper-level contributors at the Gold, Silver or Bronze Affiliate level in 2007-08, compared with six for the previous year.

The support from the ARLIS/NA Development Committee was crucial to the success of the 2008 Conference and to Local Development. Assistance from Sue Rawlyk and ARLIS/NA Headquarters was also vital. Because of their commitment there were few challenges encountered by Local Development.

For some of the crucial working Development documents used for the conference see:

Appendix E: Local Development letter
Appendix F: Sponsorship Opportunities
Appendix G: Sponsor Acknowledgment letter

Report: Web site
Submitted by Christiane E. Ramsey and Bethany Sewell, Web Site Coordinators

Conference URL: http://arlisna-mw.lib.byu.edu/denver2008/

General Website Report (Chris Ramsey)

The design of the conference website was based on the colors and lines of the conference logo created by a graphic design student in Colorado, winner of a class competition.

Responsibilities regarding the website were assigned to Chris Ramsey (Brigham Young University) and Bethany Sewell (University of Denver.) Chris was responsible for the overall design of the site, building individual pages, creating forms, and updating the information. Bethany developed the MySchedule program and created the conference blog.

The web site was developed using basic html and included pages for registration, preliminary program, travel and hotel information, information about Denver, exhibitors, sponsors, silent auction, volunteers, blog, and contacts. All information received from members of the Conference Planning Committee was updated immediately on the website.

The "Registration" page included a link to the online registration page, which was designed and hosted by ARLIS/NA HQ. The "Hotel/travel" page included links to Frontier Airlines, airport shuttle transportation, the hotel, alternate hotel, hotel floor plan, weather, and dine out options. The "About Denver" page included links to major Denver attractions, dining guides and maps, and guides to art districts; it also included a link to Tom Riedel's presentation about Denver in the previous year's conference in Atlanta. The "Exhibitors" page had a link to the Exhibitor Prospectus (pdf) provided by HQ, to the new "Meet the Exhibitors" program, to the list of 2008 exhibitors, and to the 2007 exhibitors and sponsors. The "Sponsors" page included a list of all sponsors with links to each website and corporate logo. The "Silent Auction" page included an online Donation

Form, and link to Donations Gallery, created separately by Nina Stephenson. The "Volunteers" page included 4 online forms for the Conference Mentoring Program, the Meet the Exhibitors Program, the Desk Schedule Sign-up Form, and a Sign-up Form for Tour Volunteers.

Suggestions for future conference websites:

Consolidate services in terms of creation and production of the conference website, preliminary program (print and pdf formats), exhibitor's prospectus, forms, etc. It would be more efficient, consistent, and integrated to have the same entity design all venues. The graphic designer hired by HQ should include the website as part of the products created for the conference.

MySchedule and blog report (Bethany Sewell)

The MySchedule Software:
I was charged with the set up of the MySchedule software and the blog for the conference this year in Denver. The scheduling software is an important feature to assist conference attendees in planning their time at the conference. This software originally was developed by ARLIS/NA member Sam Duncan. This software required updating, and knowledge of .php and SQL database programming. Assistance in learning and applying these systems was generously provided by Andrew Hunt at the University of Denver's Multimedia Services Department, although it proved to be very time intensive. It was determined that programming should be searchable by date/time, type of program, and by a selection of quick searches. In addition the programming was searchable by keyword.

After the program data had been entered into the databases, I leased a web-hosted service as firewall and security issues made adding the database to DU's network servers difficult. This service was lunarpages web hosting (www.lunarpages.com) and the cost was $86. This service was very valuable and assisted in rapid updating the program for the MySchedule service. The program was announced to the ARLIS/NA listserv and the conference blog when all the room numbers were finalized for programming; 198 conference attendees signed up and used this program. A second .php page which utilized the database was also created to facilitate the self-scheduling room. 14 meetings were scheduled in this room; however, some of those rooms had been scheduled by the program committee.

The Blog:
The conference blog was set up using the free blogging site, WordPress. [http://arlisnamw.wordpress.com/] The blog template was edited to match the look and feel of the conference webpage. The blog was a useful tool for updating and announcing events to occur at the conference, and as an archive of conference-related postings such as meeting agendas. The blog was also used to feature the virtual poster sessions. Each virtual poster presenter was given permissions to add content to their section of the virtual poster sessions. In addition, those who gave physical poster sessions were encouraged to add their content to the virtual poster session section of the blog.

Report: Publicity
Submitted by Paula Wolfe, Publicity Coordinator

Publicity committee (Wolfe, Jennifer Mayer, Kay Teel) promoted the conference utilizing news releases, emails, occasional telephone calls, mailings to these groups following the timeline established during the organizational meeting in Denver during the summer of 2007 and committee self made schedule.   [Appendix H: Conference Press release]

Library Schools and students: 47 library schools, listservs, organizations were contacted over the year at least three times. The contacts ranged from press release, grant announcements, reminders.

Societies such as VRA, CAA, ALA, SLA and others: Contacts were emails to listservs, newsletters, individual members who could distribute to local or regional groups.

- American Library Association
- Arbeitsgemeinshaft der Kunst und Museumsbibliotheken
- ARLIS/Australia & New Zealand
- ARLIS/Netherlands
- ARLIS/Norden / in English
- ARLIS/United Kingdom & Ireland
- Association of Architecture School Librarians
- College Art Association
- International Federation of Library Associations and Institutions
- Museum Computer Network
- Society of American Archivists
- Society of Architectural Historians
- Sous-section des Bibliothèques d'art, Association des bibliothécaires français
- Visual Resources Association

Publications such as *Art Documentation*, ALA print journal and online newsletter, other online newsletters such as CAA, SLA, VRA

International, national, regional and local (Colorado) Society listservs

Denver newspapers: *Denver Post* and *Rocky Mountain News*

Press releases were sent 30 days prior to the conference and calls were made to verify each contact. Contacts were not easy and one newspaper put the press release in the paper but incorrectly. Future press releases for conferences should be made by someone in the location of the conference. I would have gladly gone to the newspapers in person to make sure the press releases got to the correct people; I should have asked the local people to do this for me. As it stands my telephone calls did not get the job done with confidence.

Print publications were contacted early in the year depending upon the dates of publication. ARLIS/NA has reciprocal advertising agreements with a variety of art and visual art publications and they were contacted. Although *Art Documentation* was contacted and I was assured that the advertisement would go into the proper volume, it did not. Other publications were more successful.

Publicity committee normally handles the contacts to ARLIS-L and the Web site throughout the year: It is essential to keep up members' interest in attending the conference by including information throughout the preceding year on ARLIS-L and on the conference Web site. It is a good idea to send out "enticement" messages on ARLIS-L every few weeks highlighting particular tours or sessions. After messages were posted to the ARLIS list, they were then posted on the conference blog. [http://arlisnamw.wordpress.com/] The Denver First messages served to generate interest in the conference programming and scheduling, and were very well received. [Appendix D] Messages about Denver as a place of interest were also appreciated by those who attended the conference. [Appendix H] Since none of the publicity committee members live in Denver, many of these releases were written and posted by the Local Arrangements Co-Chairs. Future conference teams will want to consider what conference publicity copy can be handled by non-local committee members, and what needs to come from those with local knowledge.

Registration/Hospitality Desk and Volunteers
Submitted by Lisa Blankenship, Registration Desk Coordinator

The Registration/Hospitality Desk was open until 5:00 or 6:00 pm each day. On the first day, with tours beginning at 1:00 PM and nothing else on the schedule, we opened the desk at 10:00 AM. On subsequent days, we opened between 7:00 AM and 8:00 AM depending on the schedule for the day. I joined 20 other volunteers in staffing the desk, handing out registration materials and conference bags to attendees, and answering a wide variety of questions. The volunteers all did a wonderful job of welcoming everyone to Denver.

Volunteer Signup:

The first step in soliciting help for the Registration/Hospitality Desk was to work with our webmaster to edit the web form used for volunteer signup during previous conferences. Once a volunteer filled out the form indicating preferred times for staffing the desk, I received the information by email. The form included time slots that our webmaster filled in as people volunteered. I sent confirmation email messages to the volunteers.

Approximately 6 weeks before the conference, I sent an initial notice to the ARLIS-NA/MW listserv so that our Mountain West chapter members could fill in as many time slots as possible. Because the form was linked from the web site, a few non-chapter members discovered it and went ahead and volunteered as well. A couple of weeks later, notices were sent to selected groups of students at the University of Denver, where there are both library school and art programs, and to the ARLIS-L list. Students who were not ARLIS/NA members were allowed to attend a session or a workshop or tour (for a fee and on a space-available basis) in exchange for working a 3-hour shift at the desk, as indicated in the conference planning manual.

Advance Arrangements:

During one of our early planning meetings, some of the chapter members from Denver brought samples of materials that might be included in the conference bags and at the desk. Approximately one month before the conference, I began contacting these businesses, museums, galleries, and organizations to see if they could supply copies of their brochures and other materials. I live 50 miles from Denver, so it was very helpful to have a local chapter member who volunteered to work closely with me during this process. Although I had some materials mailed to me, he volunteered to do the leg work to pick up most of them. The same volunteer also selected several restaurants for the "dine out" groups for two nights.

Between the efforts of our Local Development Coordinator and one of our Local Arrangement Chairs, we received a total of 600 bags from 2 different sources.

Arrangements were also made to supply a bottle of water to each conference attendee, to be handed out with the bags.

One day before the first day of the conference, we delivered materials to the conference hotel. A team of 4 chapter members (including myself), the ARLIS/NA Conference Manager, and her assistant spent approximately 3 hours stuffing the bags.

Content of Bags:

In addition to the conference program, we added a Denver map, a discount coupon pamphlet from the Denver Metro Convention and Visitors Bureau, a drink coupon from a local restaurant, and our locally-created restaurant guide to the bags. Other materials included promotional materials and paid advertisements supplied by exhibitors, as well as a keychain promoting the next ARLIS/NA conference in Indianapolis.

Attendee lists were emailed to registrants ahead of time and so were not added to the bags. Brochures and other promotional materials from local museums, galleries, and other organizations were not included in the bags, but instead were available at the desk.

Hospitality/Registration Desk:

On the first day of the conference, with only tours on the schedule, we had a temporary Hospitality/Registration Desk set up in the hotel lobby. (This was due to a scheduling conflict in the space that we had planned to use.) The next day we moved to our permanent location in a foyer outside the exhibits hall. We were fortunate to be able to set up directly in front of the ARLIS/NA Headquarters office, which was staffed with the Conference Manager and an assistant. It was tremendously helpful to have them so close at hand to take care of any transactions involving money, as well as the many questions that came up, mostly regarding registrations, that the Hospitality/Registration Desk volunteers couldn't answer.

We had 4 tables which held boxes of registration envelopes, a notebook with information for the volunteers (such as the desk schedule, hotel and convention center map, copy of the conference program, restaurant information, etc.), the brochures and other local promotional materials that we had collected (100-200 copies of most items), a drop box for the conference evaluation forms, samples of ARLIS/NA publications, and samples of selected books provided by exhibitors. Bags and water bottles were kept behind the tables. We provided a bulletin board for posted notes and also for sign-up sheets for the various restaurants selected for Dine Out groups.

Volunteer Schedule and Orientation:

I made arrangements to staff the desk with 2 or 3 people at a time during the first couple days of the conference, and with only 1 or 2 at a time once most attendees were likely to be checked in and familiar with the conference area. The shifts ranged from 2 to 3.5 hours in length.

An orientation session was scheduled for the hour just prior to the opening of the desk, but only a few volunteers were able to attend. To ensure smooth transitions from one shift to the next, I staffed many hours at the desk during the first two days, and on subsequent days I tried to be on hand for early mornings and shift changes throughout the day so that I could provide a brief orientation.

On the last day of the conference, we left the desk unstaffed after early morning, with ARLIS/NA Headquarters staff on hand in the office to handle any last-minute questions.

Note – Saturday and Monday evening Dine Out Sessions

During an early conference planning session, we decided to add group "dine out" sessions on Saturday and Monday nights. We appointed a coordinator for this, with the intention of selecting a few restaurants, offering sign-ups in advance or at the Hospitality/Registration Desk, and making reservations if that was required by the restaurant.

Because most of the restaurants indicated that no reservations would be required or indicated that they wouldn't take reservations very far in advance, the coordinator opted to leave it up to the individual groups to make reservations if necessary. We also decided not to assign a host or group leader for each restaurant. In the end, only a few people contacted the coordinator in advance, and although some people did sign up at the desk, some evidently ended up changing their minds. I'm not sure how many people actually took advantage of this and went to dinner in groups.

Handled informally in this way, it was not a successful activity. For the future, I'd suggest either dropping this as an option, or formalizing it so that advance sign-ups are more publicized and highly encouraged, and that a coordinator make the required reservations and arrange for hosts.

Note – Local Guide

The conference planning manual notes that the creation of a local guidebook is optional. With plenty of pre-prepared information about Denver available, we ended up opting to simply create a restaurant guide.

A chapter member from Denver surveyed her downtown co-workers and compiled a list of favorite dining choices. The list was then sent on to others for some final editing and formatting. We included this locally-created restaurant guide in the conference bags. The Denver Metro Convention and Visitors Bureau also offers a restaurant guide and we provided access to it through the conference web site as well as providing some printed copies at the Hospitality/Registration Desk.

Report: Special Events
Submitted by Leslie Trumble, Special Events Co-coordinator

For the 2008 annual conference in Denver the Local Arrangements team brought up several new opportunities at the July CPAC meeting. These included new events such as happy hour with the exhibitors and additions to existing events including the Membership Meeting Brunch. Conference attendance fees were raised slightly to assist with the funding of these events. Development exceeded its goals for 2008 allowing for robust menus and exciting venues.

General Tips:

Get a good idea of how much hotel food costs, including service charges and taxes, before CPAC if possible. Also, talk with the conference coordinator at headquarters about published costs vs. actual costs -- we had some trouble with this when the two Conference Managers differed in terms of how much they thought could be negotiated. It is important to pay special attention to service charges and taxes added to food and beverage costs -- in our case, these fees accounted for an additional 30%.

We found that ARLIS/NA members flock to food. The hotel's conference planner found it helpful to have more stations with less food at each, rather than central stations. Passed hors d'oeuvres helped alleviate pangs of hunger as people waited in line at the Welcome Party, but shorter lines would have been nice.

An increasing number of people have dietary restrictions, and it is worthwhile to offer vegetarian options for people -- perhaps some kind of agreement with the hotel that if hotel staff are presented with a certain ticket, they will provide a special meal. For most meals there wasn't a problem, but it's something we hoped to accommodate (and did, but sometimes not without a few last-minute arrangements).

If it is necessary to have a cash bar, this information should be included in the program, along with the price for drinks. If the plan is to have an open bar, or tickets for one or two complimentary drinks, this needs to be included in the budget.

Notes on specific parties:

Convocation: After long discussion, and based on feedback from Atlanta evaluations, it was decided to move the Convocation Ceremony to the beginning of the conference, prior to the Welcome Party. The hotel's Grand Ballroom was selected for the event and it was organized with a podium on a platform up front.

It was necessary to communicate at length with the President to arrange the Convocation Program. Long after the guest speaker had been reserved there was discussion whether or not it would be a good idea to have a guest speaker or performance on years when there is a Distinguished Service award. It was decided to shorten award presentation

times in order to accommodate both the guest speaker and the DSA. The timing of the ceremony is extremely important and it is necessary to have someone coordinate the program. Jennifer Parker, half of the Special Events team, was also chair of the Travel Awards Committee in 2008. This was extremely helpful in planning the ceremony. It is recommended that the Special Events team work closely with the Chair of the Awards Committee and the ARLIS/NA President in order to plan the ceremony.

Welcome Party: The location for the Welcome Party was chosen by the President and Past-President during CPAC. The venue that was selected provided an amazing view of the city of Denver and the mountains beyond. It also came with a $2000 room charge if $11,000.00 was not spent on food and beverage. The hotel's menu was much more expensive than expected and we had little room to negotiate on prices. We were initially led to believe by ARLIS/NA HQ that the hotel food rates were extremely negotiable, but this was not the case. Due to generous support from local development we were able to increase the budget to allow for more food. It was important for the Committee that the Welcome Party set the stage for the Conference, especially since it followed the Convocation Ceremony. Instead of light hors d'oeuvres, it was decided that the food at the party would be a buffet dinner. Special attention was paid to ensure that there was enough variety to accommodate specific dietary restrictions. Music was selected to provide ambiance.

Problems: Despite every effort to space out food and beverages, lines were very long. In addition, many more people attended the party than were expected so the room was very crowded. The noise of the crowd unfortunately drowned out the sound of the harpist we'd hired.

Membership Meeting and Brunch: We decided at CPAC to provide food at the Membership Meeting to help draw members in. We did not anticipate at the time how much this would actually cost, given high hotel catering costs, and additional service fees and taxes (which we initially thought we would not have to pay as a non-profit). Even with a budget increase approved by the President, headquarters had to be creative with the hotel catering staff (who were quite helpful!) to accommodate all of the members. The result was a meal of easy breakfast burritos, with options for vegetarians. While most members seemed pleased, there was no way for people with special diets to pick and choose what they ate because it was all packaged together, and hotel staff had to be flagged down to provide options for these few. In the future, it might be good to ask members to notify the planning committee ahead of time of any dietary needs, and allow members to provide a ticket or something similar to hotel staff at the time of the event. In terms of programming, we were honored to host ALA President Loriene Roy, who spoke about her time in office, and about organizational change. The tone was light, and the meeting moved quickly.

Coffee in the Exhibits: This year CPAC came up with new ideas to bring conference attendees and exhibitors together. One really successful event was "wake up with Exhibitors" that brought attendees and exhibitors together for an hour and a half on Saturday and Sunday with no conflicts. Having coffee and food just outside the exhibits

worked well logistically -- we brought people to the area, but they tended not to walk around with their food (something vendors were anxious about). Conference attendees appreciated the food and drink and the exhibitors were thrilled with the no-conflict time and traffic in the exhibition hall.

Silent Auction Happy Hour: This was another event meant to bring conference attendees into the exhibits area. Attendees had all day Saturday to peruse the silent auction items, and that evening the highest bidders were announced at a happy hour. The food consisted of crudité and antipasto platters. To avoid the congestion we experienced the previous night at the welcome party, the hotel staff set up several identical stations instead of one or two main ones, and this seemed to help. Again, people tended to keep food out of the exhibits hall, but did typically go in.

Leadership Breakfast: Thanks to F. A. Bernett's generous sponsorship of the Leadership Breakfast, we were able to offer a nice array of food, including a signature "Denver Scramble." After brief reports by society leaders, Pat Wagner of Pattern Research, Inc., spoke on organizational change. Attendance was lower than expected at this event, possibly because of its early start (7 a.m.).

Society Circle: Grumbling about transportation to the Society Circle event in Atlanta made it important to us to find a venue in Denver that was easily accessible—preferably walkable—by attendees. We were very fortunate to secure the Red House, the private downtown residence of art collectors and philanthropists Jan and the late Frederick Mayer, about 10 blocks from the conference hotel. Mrs. Mayer asked us to attend as her guests, and provided a buffet and beverages as well as tours of the residence. Since we had budgeted $1,000 for the party at CPAC, we decided it would be a nice gesture to donate that amount to the Denver Art Museum Library for purchase of materials to support the New World collection, a special interest of the Mayers, in memory of Mr. Mayer.   The only snafu in planning was a misunderstanding of how many people could attend—the number initially understood was 75, but in fact only 50 were allowed. As it turned out, we were able to accommodate all Society Circle members who wanted to attend, and everyone got there and back easily either by foot or the free mall shuttle.

Denver Art Museum Party: Planning for the Denver Art Museum party started early, and we were grateful to Saskia, Inc., for their generous sponsorship. They were a pleasure to work with. We were able to use the space for free, paying only for security and maintenance costs, thanks to a connection with the DAM Board of Trustees. As a result of this and Saskia's sponsorship, we were able to devote resources towards entertainment, and allowing members to attend the ticketed exhibition, *Inspiring Impressionism*, for free. We had some logistical issues to take care of at the last minute with guest badges, which were required for entrance but not in registration packets. Additionally, road construction required a last-minute change in the buses' route, which was already complicated by street closures due to Cinco de Mayo celebrations in an adjacent park. All in all, we had a high turnout, and party attendees seemed to have a good time.

Report: Tours
Submitted by Nancy Simon, Tours Coordinator

About selection of tour venues:

There were originally twelve tours scheduled. Two were cancelled because of low enrollment. The remaining ten tours were:

    All day -   Colorado Springs
                  Boulder
    Four-hour - Mountain Parks (two)
                  Denver Parks, Parkways & Neighborhoods (two)
                  Cemeteries
    Two-hour - AIA Downtown Architecture Walking Tour (two)
                  Public Art Downtown

Preparation: Initial contacts were begun in September 2007. Details for each tour included:

    Date   Number of participants
    Time   Itinerary and driving instructions
    Guides   Costs – extra, if any
    Transportation   ARLIS/NA tour charge

Communication: Once the tour was decided upon, the coordinator kept in touch periodically with the venue involved. This was important because of personnel changes, changes in admission fees and food service vendors in the sites to be visited. Communication was very important, also, between the coordinator and the Denver Co-Chair assigned to tours. The main form of communication was email.

Tour Schedule: The ten tours were held on three different days. Eight tours were held pre-conference and two were done post-conference.

Transportation: Bus service was arranged by McPherson/Clarke. The post conference tour to Boulder had a problem with a late bus arrival. The others were on time.

Volunteer Escorts: Recruitment of volunteer escorts was disappointing. Both the coordinator and Co-Chair acted as escorts in addition to launching the tours. Fortunately, there was one retired librarian who did volunteer to escort two tours, which was a great help.
Folders were made for each escort with a checklist specifically for each tour. Depending on the tour, escorts needed only to check in tour participants, could help navigate or be responsible for passing on checks for admission to venues, or cash tips to drivers.

Feedback: Positive comments were received about all the tours despite the inclement weather on the first two days of tours.

Financial Aspect: Since many tours at the previous conference had been cancelled due to low enrollments, we tried in our planning to make sure that tours were appealing, well-scheduled, reasonably priced and well-advertised. In order to keep an eye on our bottom line, we developed a spreadsheet that calculated tour costs and estimated profits/losses at 100%, 75% and 50% enrollment [Appendix J]. Our hope was to be able to run as many of the advertised tours as possible, even if some did not clear a profit. There was a consensus in CPAC that tours that sold well might subsidize those that did less well as long as the overall bottom line showed a profit. McPherson/Clarke was responsible for payment to venues, honoraria, gratuities, and any other charges involved with the tours.

Recommendations:

- The walking tours needed a rest room stop.
- Some tours returned late due to enthusiastic guides. Tour coordinators should make sure guides know that it is important to stick to schedules since tour participants have other scheduled commitments
- Coordinators, guides and tour escorts should all have each other's cell phone numbers
- A lapel mike would have helped on the walking tours because of the street noise.
- The post-conference tour to Boulder was minimally subscribed because most conference attendees had already left. I believe that the tour would have had greater participation if it had been held pre-conference.

Report: Exhibits
Submitted by Eumie Imm-Stroukoff, Exhibits Coordinator

Summary:
The ARLIS/NA Exhibits in Denver, Colorado was very successful this year thanks to the hard work of the Denver CPAC, the Development Committee, and Sue Rawlyk. I am pleased to report that all of the booths and tables available in the Exhibits Hall were occupied by the 44 exhibitors that were registered.

The Grand Hyatt Denver had an accommodating staff and a great exhibits hall space. Although it had the unique challenge of being split into a hotel side where the exhibits hall and plenary sessions took place, and a convention center where most sessions were located, several strategies were planned to alleviate this logistical dilemma.

A good mix of exhibitors attended, including many of ARLIS/ NA's regular supporters: book artists, database vendors, out of print dealers, image bank vendors, and exhibition catalogue and video distributors.

I heard overwhelmingly positive comments from all of the exhibitors, who were pleased with all of the changes implemented by the Denver CPAC that resulted in increased traffic in the Exhibits Hall.

Difficult issues from the 2007 ARLIS/NA conference in Atlanta:
Exhibitors outlined many issues during a meeting at the 2007 ARLIS/NA conference in Atlanta that was called by the Exhibitors and attended by the President, Vice-President, Conference Coordinator, and me.

These issues included:
1. low traffic through the Exhibits Hall and lack of uncontested hours
2. undesirable location of the Exhibits Hall
3. lack of signage at the vendor tables and booths
4. lack of communication between the exhibitors and the Atlanta Exhibits Coordinator and Conference Coordinator
5. lack of breaks or lunch hours during long hours in the Exhibits Hall
6. perceived treatment of vendors as non-attendees of the conference even if they are long-time sponsors
7. food and beverage service inside the Exhibits Hall which could potentially lead to damaged materials.
8. segregation of Silent Auction items in a separate area of the Exhibits Hall

In addition, I overheard many comments regarding communication difficulties between vendors and first-time or early-career attendees.

Additional difficulties mid-way through the conference planning process:
Because of confusion of the Conference Coordinator's role and duties, the Exhibitors Prospectus was printed with some errors. The Denver CPAC was able to post the revised and correct version on the conference web site. The Conference Coordinator, Debbie Block, resigned mid-way through the conference planning process. However, we were fortunate to have Sue Rawlyk step in as Conference Manager. The ARLIS/NA Exhibits in Denver was a success in huge part to Sue's professional and efficient manner.

Resolution of exhibitors' issues in Denver:
I contacted a few long-time exhibitors, including Beverly Karno and Larry McGilvery, with a survey of questions. The survey included the Denver CPAC's plans to address the exhibitors' concerns from Atlanta. The exhibitors responded favorably to our plans and programs.

The plans and programs implemented in Denver included:
1. establishing a no conflict time in the Exhibits Hall of one and a half hours on Saturday and Sunday
2. establishing a "Meet the Exhibitors!" program, in which experienced members of ARLIS/NA took interested attendees on an informal tour to personally introduce them to our exhibitors
3. condensing Exhibits Hall hours to Saturday and Sunday and providing exhibitors with a lunch break
4. Web 2.0 Tech Kiosk and Poster Sessions in the Exhibits Hall during exhibit hours
5. establishing a MemberClicks table staffed by ARLIS/NA members
6. 4 monthly email blasts to exhibitors to regulate communication between the Exhibits Coordinator and the exhibitors
7. Dispersing Silent Auction items throughout the Exhibits Hall on Saturday

The exhibitors were extremely pleased with all of the changes, especially the no conflict time in the Exhibits Hall. I recommend to future Exhibit Coordinators stick to the format that was established at the Denver conference, as I had overwhelmingly positive response from the exhibitors.

Duties:

The "Exhibits Coordinator" section of the Conference Planning Manual provides an outline of the duties and responsibilities of this role, as well as a timetable. Additional explanation of those duties is listed below:
1. worked closely with Conference Coordinator to answer exhibitors' questions
2. conducted survey to help identify exhibitors' needs
3. set up volunteer shifts so that volunteers could liaison with exhibitors, act as security during lunch breaks, and act as greeters and check attendees' badges
4. be present during set-up, exhibit hall hours, and breakdown, to liaison with exhibitors and Conference Coordinator
5. prepared evaluation form for exhibitors prior to conference and distributed them on Sunday just before exhibits closing [Appendix K]

6. sent out email blasts to exhibitors, as well as messages on the ARLIS-L [Appendix L]

Note: Chronicle Books expressed interest in donating their unsold books to a local public library, and arrangements were made for the boxes to be sent to Denver Public Library. We suggest that at future conferences such a service (pickup and delivery of donated books) be advertised to vendors in advance. This service could cut down on vendors' shipping costs while supporting local communities. [TR]

2008 Exhibitors list:

Alan Wofsy Fine Arts LLC
Antique Collectors Club
Ars Libri, Ltd.
Art Consulting: Sandinavia
Art Metropole/Printed Matter
Artprice.com
Ashgate Publishing Company
AskART
Backstage Library Works
BCR
Brill/IDC
Casalini Libri
Canadian Conservation Institute Library
Chronicle Books
College Art Association
Davis Art Images
Design Research Publications
Donohue Group
Duncan System Specialists
East View Information Services
Erasmus – Amsterdam/Paris
F.A. Bernett, Inc.
Harrassowitz
Howard Karno Books
H.W. Wilson
Karen Hanmer Artists' Books
Laurence McGilvery
Lodima Press
Michael R. Weintraub, Inc.
Michael Shamansky, Bookseller Inc.
OCLC
Oxford University Press
ProQuest
Puvill Libros
R.A.M. Publications
Red Trillium Press

Saskia, Ltd.
Scholars Resource
Striking Impressions
The Scholar's Choice
Thomas Heneage Art Books
Vamp & Tramp Booksellers
Worldwide Books
YBP Library Services

Report: Fundraising/Silent Auction
Submitted by Nancy Pistorius, Silent Auction Coordinator

Brief Timeline:

Fall 2007 –Research silent auctions, read Conference Planning Manual, auction webpage and donation form development.

Early February 2008 – Silent Auction page went live on the conference website. Donation Form went live also. Message posted to ARLIS-L regarding the Silent Auction site and donation form.

Early April 2008 – Photo Gallery page went live on the Silent Auction page. Additional reminders to ARLIS-L posted throughout the month.

May 3, 2008 – Silent Auction opened and closed the same day.

Silent Auction:

The Silent Auction raised $3116 U.S. for the Society. A wide range of donations was received from members, chapters, friends/special donors, and corporate supporters.

A total of 69 lots from 40 donors were available for bidding on Saturday, May 3, 2008. The auction was a one day event that commenced with the opening of the exhibitions at 9: a.m. and began closing during the late afternoon reception before the exhibitions end at 7 p.m.

Set up of the auction items began at 7 a.m. the morning of May 3rd. Leslie Abrams and Nina Stephenson were vital participants in this process. There were many more items than display space allocated. The original three tables were increased to six; however, there were still space constraints. Tables were scattered around the exhibition hall to encourage attendees to move throughout the exhibition hall and meet exhibitors while locating and visiting the auction tables. This was moderately successful. There may have been more bidding had the auction continued during the two days the exhibits where open. Several attendees commented they thought the auction would run two days (as during several previous silent auctions) and expressed disappointment at not having an opportunity to bid. Despite information about the one day event available on the conference web site and announced in multiple postings on ARLIS-L, several attendees remained uninformed.

Closing of the auction began at 6:15 p.m. and concluded on time at 7 p.m. Sue Rawlyk and Rob Peacock from HQ facilitated procedures for payment which went smoothly. Many thanks to those assisting the closing: Nina Stephenson, Leslie Abrams, Jennifer Parker, Peggy Keeran, Lisa Blankenship, Chris Ramsey and Tom Riedel.

Post auction cleanup involved relaying numerous items not claimed during the closing to the temporary HQ office. This was achieved in a timely manner thanks to the assistance of Nina Stephenson, Leslie Abrams, and Susan Davi. Unretrieved lots were collected by top bidders during the next few days of the conference. Only one item went unclaimed and it, a monograph, was donated to a local library.

Donation Analysis:

The following information may prove useful when staging silent suctions. Monographs were the largest number of items donated and typically sold for much less than the fair market value (FMV). Handicrafts, 25% of the donations, were the most successful auction items and often sold for more than the FMV.

	# of Lots	% of items	FMV Range	Top Bid Range
Monographs	26	38%	$25-$225	$5-$95
Chapter Bags	10	14%	$115-$150	$30-$100
Art Work	14	20%	$25-$400	$30-$250
Handicrafts (1)	17	25%	$15-$240	$25-$140
DVDs	2	3%	$30-$150	$50

(1) Includes jewelry, hand knits, clothing, accessories, crafts, etc.

Silent Auction Committee:
Leslie Abrams, Nina Stephenson, Audra Bellmore, Nancy Pistorius (Chair/Coordinator)

Thank You:
Numerous thanks go to members of the Silent Auction Committee especially to Leslie Abrams and Nina Stephenson for their contributions during the planning process and their on-site assistance in setting-up and closing the auction during the conference. Additional thanks goes to Nina Stephenson for managing the Photo Gallery of auction items and serving as my back-up contact for auction inquiries. Many thanks also to Chris Ramsey for all the silent auction updates posted to the website. A big thank you goes to Peggy Keeran and Tom Riedel for their unfailing support, consultation, and leadership during the planning process and at the conference. A special thank you also goes to headquarters staff, Sue Rawlyk and Rob for providing invaluable advice, services and support prior to and during the conference. Not to be forgotten is a thank you to all auction donors and bidders.

APPENDIX A: ARLIS/NA Denver 2008 CONFERENCE TIMELINE					
TIME BEFORE THE CONFERENCE	**Month**	**Day(s)**	**Action**	**Who does it**	**Comments**
	Insert current data				
3-5 Years			Chapter issues invitation to the ARLIS/NA Executive Board	Chapter; Regional Representative; Executive Board	
			Executive Board accepts invitation	Executive Board	
			Contract development between societies for a joint conference	Presidents; Executive Director	
			Hotel contract negotiations	Conference Manage (initiates RFP and receives proposals) & host chapter (approves short list)	
			Review the short list and make recommendations to the Executive Board and Host Chapter	Executive Director and Conference Manager	
			Executive Director and Conference Manager negotiate final contract for the President's signature.	President; Executive Director; Conference Manager	
3 Years			Names of 2-4 Co-chairs submitted to Executive Board; president appoints	Chapter	
1.5 - 2 Years			Appoint members of local conference committee	Co-chairs	
			Canvas conference location for appropriate convocation site	Co-chairs; conference committee	
Fifteen Months			Begin to compile local sponsor, government grants and advertiser lists	Co-chairs	
			Begin to approach local sponsors and donors in writing and by telephone	Development Committee	
			Prepare conference evaluation for this year's conference	Co-chairs	
			Create program proposal	Co-chairs	
			Establish conference theme	Co-chairs; conference committee	
Thirteen Months			Establish administrative list (CONF-L)	Committee with support of HQ to post.	
			Place "call for proposals" on ARLIS-L and ARLIS/NA web site	Program Chair	
	April 1, 2007		Meet with counterparts from previous conference	Conference committee	
			Attend first CPAC meeting	Old and new CPAC and Conference Manager and/or Exec. Director	
			Attend post conference Executive Board meeting (ca half an hour)	Co-chairs; Conference Manager	
May-June, 2007			Compile and analyze previous conference evaluations	Co-chairs (compile) & Co-chairs; Conference Manager (analyze)	
			Develop conference logo	Co-chairs; conference committee	
			Deadline for proposals--at least four weeks before CPAC meeting	Potential presenters	
July, 2007			Analyze proposals	Program Chair/Program subcommittee	
			Draw up tentative conference schedule	Program Chair w/ Conference Manager	
			Refine conference budget	Co-chairs; ARLIS/NA treasurer; Executive Director	
			List of student library associations and their listservs made.	Publiciy coordinator.	

			Compile spreadsheet of all proposals. Send list plus actual proposals as email attachments to all CPAC members.	Program Chair	
July 26-27, 2007			CPAC meeting	All CPAC members	
August 3-31, 2007			Draft, review, and revise exhibitors postcard, letter, and prospectus. Send to CPAC for review and approval.	Exhibits coordinator and Conference manager	
September 1, 2007			HQ Information postcard printed and sent to exhibitors; email blast sent to exhibitors.	Exhibits coordinator and Conference manager	
September 10, 2007			Approval of tour schedule by CPAC.	Local Arrangements Chair and Tours coordinator	
September 15, 2007			Begin to notify program proposers of status	Program Chair	
			Begin to approach moderators, special speakers, workshop leaders, etc.	Program Chair	
			Define types of sessions: Discussion groups, Mini-workshops, difference between fee-based and free workshops. Outline expectations.	Program Chair	
			Develop spreadsheets for each type of session	Program Chair	
September 20, 2007			Complete notification of program proposers of status	Program Chair	
			Prepare conference sponsorship document	Local Arrangements Chair; Development Coordinator; ARLIS/NA Development Committee Chair	
			Revise conference budget	Co-chairs; ARLIS/NA treasurer	
September 29, 2007			Finalize list of local organizations and agencies to solicit funding	Local Development Coordinator	
October 1, 2007			Post President's welcome on conference website	President and Website Coordinator	
			Draft & edit content for informational postcard for membership. PDF will the sent by association manager in an e-mail blast to membership.	Conference Manager	
			Send session moderators, DSRT moderators & committee chairs information on how to conduct meetings and manage sessions	Programs Chair	
			Deadline to moderators for preliminary program data.	Programs Chair	
			HQ to send out letters to exhibitors; email blast sent to exhibitors.	Exhibits coordinator and Conference manager	
			Develop auction/raffle webpage, including donations deadline and donations form. Find Denver location where participants can mail donations.	Silent Auction/Raffle Coordinator	

Date			Task	Responsible	Notes
			Develop list of publicity promotional announcements that will be posted to ARLIS-L. Assign to designated individuals to write content for emails, to be given to Local Arrangements Chairs and Publicity Coordinator by December 3, 2007.	Local Arrangements chairs, Program chairs, Publicity	
			Blog set up and access for those who need to post established.	Website Coordinator	
			Make decision whether self-scheduling software used in Houston and Banff will work for us. If so, make fully functional by Oct. 31. If not, find another solution by October 31.	Website Coordinator	
October 8, 2007			Return final draft of exhibitors' prospectus for printers proof.	Exhibits coordinator and Conference manager	
?			Begin drafting preliminary program.	Programs Chair	Leave this in? See Oct. 22
October 15, 2007			Blog posted to conference website.	Website Coordinator coordinator.	
			Identiry all forms that need to be created for website.	Local Arrangements Chair, Program Chair, and Website Coordinator	
October 22, 2007			Proof preliminary program and meeting schedule.	Programs Chair	
October 29, 2007			Check blue lines for exhibitors' prospectus.	Exhibits coordinator and Conference manager	
?			Approach Program Publisher regarding design logo and theme of the conference	Conference Manager	Is this correct?
October 31, 2007			Self-scheduling software fully functional, or alternative solution in place.	Website coordinator	
November 1, 2007			Preliminary program available on conference website, announce on arlis-l	Programs Chair	
			Draft press release	Co-chairs; Development chair	
			Proof preliminary program and meeting schedule	Conference Manager	
			Identify local information and guides to be acquired by April 1.	Hospitality Desk Coordinator and Local Information/Guide Coordinator	
			Determine who will handle silent auction/raffle donations	All Co-chairs	Should this be, who will receive these locally in Denver?
November 5-9, 2007			Send out first round of solicitation emails for local sponsorship	Local Development Coordinator	
November 9, 2007			HQ to mail exhibitors' prospectus; email blast sent to exhibitors; post to conference website.	Exhibits coordinator, Conference manager, Website Coordinator	

Date			Task	Responsible	Notes
November 15, 2007			Contact chosen tour sites to reserve dates, times, food, etc.	Local Arrangements Chair and Tours coordinator	
November 26-30, 2007			Second round of contacts, email and phone	Local Development Coordinator	
November 30, 2007			All potential sponsors have been contacted	Local Development Coordinator	
December 3, 2007			Finalize schedule of promotional emails. Deadline for chairs and coordinators to submit text of promotional emails.		
December 3-7, 2007			All mailings sent out, final list to Development Committee	Local Development Coordinator	
December 5, 2007			Send notices to library school and student listservs.	Publicity Coordinator	
Debember 14, 2007			Tours costs calculated.	Tours Coordinator	
			Deadline for establishing speakers.	Local Arrangments Coordinator	
January 7, 2008			Conference registration opens on the website.	Website Coordinator; Conference Manager	
			Preliminary program available on conference website; announce on ARLIS-L	Website Coordinator; Conference Manager	
			Forward conference press release to CAA	Publicity Coordinator	Check with liasion to confirm date.
			E-mail blast to membership of conference postcard	Publicity Coordinator	
			Get estimates for bus rentals or hire destination management firm	Conference Manager	
			Post silent auction/raffle webpage to conference website.	Silent auction/raffle coordinator and Website Coordinator	
			Begin "sneak" conference previews. Banff called "Countdown has begun"	Publicity coordinator with all Co-chairs	
			Post link to the online Registration Form provided by ARLIS/NA HQ.	Conference Manager and Website Coordinator	
January 15, 2008			Send press release to ALA datebook, LJ Online, and to selected members and liaisons for posting to other affiliated organizations as well as CLA, ARL, CARL, etc. Market to Colorado librarians.	Publicity Coordinator	Check to confirm dates.
			Library Schools and student organizations will receive another press release.	Publicity Coordinator	
			Send conference press release to foreign affiliates	Local Arrangements Chair	
January 31, 2008			Announce conference mentor program on ARLIS-L by the end of the month	Conference Mentor Coordinator	Who is this?

			Subscribe next year's conference committee to CONF-L as observers	Local Arrangements Chair & list manager
			Announce Auction/Raffle event	Auction/raffle coordinator
			Any additional contributions or last minute local sponsorship opportunities handled	Local Development Coordinator
February 1, 2008			Send another press release to library schools and student organizations.	Publicity Coordinator
			Continue to revise website to include link to final program, donor acknowledgments, etc. as it becomes available (outline conference programs, tours, hotel and local information). Promote and acknowledge donations by providing a list of sponsors with links to their corporate web sites.	Website Coordinator; all co-chairs; conference manager
			Exhibits coordinator drafts exhibitors evaluation form and send to Conference Manager.	Exhibits coordinator and Conference manager
			Promote and acknowledge donations by providing a list of sponsors with links to their corporate web sites.	
February 3, 2008			Deadline for final program information: titles, abstracts, speakers, chapter meetings space, etc. by the end of the month	Program Chair; Conference Manager
March 3, 2008			Continue to revise website to include link to final program, donor acknowledgments, etc. as it becomes available (outline conference programs, tours, hotel and local information). Promote and acknowledge donations by providing a list of sponsors with links to their corporate web sites.	Website Coordinator; all co-chairs; conference manager
			Final Program text to Clarke Associates at the beginning of the month	All Co-chairs
			Deadline for AV requests and list to Conference Manager	Program Chair
			Develop convocation program including timing	President
			Develop auction/raffle website to publicize donations.	Website Coordinator; auction/raffle coordinator
			Write and disseminate local conference press release	Publicity Coordinator or Local Arrangements Chair with President's approval
			Assign two senior Canadian/Regional Representatives to oversee and prepare agenda for Leadership Breakfast	Vice-President/President-Elect
			Hold a Conference Planning Advisory Committee [CPAC] meeting or conference call to discuss hospitality, registration, cuts inprograms, budget, etc.	President
			Solicit suggestions from chapters and committee chairs for Leadership Breakfast agenda; coordinate breakfast menu with conference manager.	Breakfast Coordinators; Vice-President/President-Elect
			Conference manager to review exhibitors evaluation form and return to Exhibits coordinator	Exhibits coordinator and Conference manager
			Inform exhibitors of silent auction and raffle plans.	Exhibits coordinator

			Revise conference website posting revisions for final program, donor acknowleddgements, etc.	Co-chairs; Website Coordinator	
			Announce self-schedule rooms on ARLIS-L at the beginning of the month.	Program Chair.	
			Forms for registration/hospitality, tours, and silent auction volunteers to be sent to Website Coordinator to have reconfigured for server.	Hospitality, Tours, Silent Auction and Webmaster coordinators	
March 10, 2008			Develop daily room-by-room list of necessary AV equipment	Conference Manager; Programs Chair	
March 17, 2008			Leadership Breakfast invitations distributed	Breakfast Coordinators; Vice-President/President-Elect	
			Coordinate AV requests	Conference Manager; Program Chair	
			Call for registration and hospitality desk volunteers; form available on website	Hospitality Desk Coordinator; Website Coordinator	
			Call for tour volunteers; form available on website	Tours Coordinator and Website Coordinator	
			Call for volunteers to set up Silent Auction on Saturday morning	Silent Auction Coordinator and Website Coordinator	
			Remind all session leaders and moderators about how to manage their sessions	Program Chair	
			Inform all moderators that they need to locate a recorder	Program Chair	
			Make final arrangements for all events	Events Coordinator; Conference Manager	
			Close "early bird" registration	Website Coordinator; HQ	
			Deadline for check list to HQ finacial manager. Includes all honoraria, stipends, travel funds. Need names and addresses.	Awards Chairs; Program Chair	Copy to ARLIS/NA treasurer
			Discuss signage with conference manager	Co-chairs; tours coordinator	
			Draft exhibitor's evaluation form	Exhibits Coordinator	
			Line up tour assistants	Tours Coordinator	
			Solict agenda items for Annual Business meeting on ARLIS-L and AWS	President	
			Make sure that all checks to be distributed at the conference are submitted to HQ	Co-chairs; ARLIS/NA treasurer	
			Arrange for security throughout the conference	Conference Manager	
			Exhibit coordinator to send text for signage to Conference manager.	Exhibits Coordinator	
March 29, 2008			Email early registration deadline reminder to listserv.	Publicity Coordinator	
March 31, 2008			Early registration deadline.		
			Post images of donations to website.	Silent auction/Raffle coordinator and Website Coordinator	

				Co-chairs; all Coordinators;	
April 1, 2008			Begin final program edits	Conference Manager	
			Prepare membership meeting and convocation agendas	Webster	
			Send Leadership Breakfast agenda to HQ	Breakfast Coordinators	
			Prepare list of exhibitors	Exhibits coordinator	
			Submit final exhibitors' evaluation form to conference manager for duplication	Exhibits Coordinator	
			Begin to prepare silent auction/raffle sheets. Develop schedule/plan for closing of the auction/raffle.	Silent auction/raffle coordinator	
			Finalize local restaurant guide. Send to Peggy Keeran to photocopy for inclusion in the registration desk packets and to Bethany Sewell to post on the website.	Local Information/Guide Coordinator, Hospitality Desk Coordinator; Local Arrangements Chair, Website Coordinator	
			Acquire all local handouts for inclusion in the registration packets, including free drinks coupons seen at other Denver conferences.	Hospitality Desk Coordinator	
			Receive copies of new publications for display at the hospitality desk from Sue Singer.	Hospitality Desk Coordinator	
			RSVP for Society Circle deadline.	Development committee?	When is the invitation sent out? Nancy Simon needs to have a list of members to submit
			Cancel under subscribed Tours	Tours Coordinator; Conference Manager	Per CPAC, cancel 30 days before conference.
			Cancel under subscribed Workshops	Program Chair	Per CPAC, cancel 30 days before conference.
April 7, 2008			Assign rooms for meetings and sessions.	Program Chair	
			Complete final program edits and forward to conference manager	All Co-chairs	
			Text for all signage to Conference Manager	All Co-chairs	
			Confirm all AV needs by email and by posting on ARLIS-L	Program Chair	
			Blue line for program	Conference Manager	
			Prepare bid sheets/tickets for silent auction or raffle	Auction/raffle coordinator	
			Final call for registration and hospitality desk volunteers; form available on website	Hospitality Desk Coordinator	
			Reconfirm all tours arrangments	Tours Coordinator	
			Send deposits for tours requiring them	Conference Manager	
			Local maps and other printed materials for hospitality/registration desk.	Hospitality Desk Coordinator and Local Guide Coodinator	
April 10, 2008			Assign final exhibits table assignments.	Exhibits Coordinator and Conference Manager	
April 15, 2008			Prepare list of exhibitors	Conference Manager	
			Final exhibitor's evaluation form to HQ for duplication	Exhibits Coordinator	
			Final Program to printer	HQ	

			End on-line registration	Website Coordinator; HQ	
			Finalize all conference event catering	Conference Manager; Events Coordinator; Co-Chairs	
			Check with all CPAC members to make sure that all aspects are under control	All Co-chairs	
			Check with hospitality desk coordinator to make sure that all aspects are under control	Local arrangements Chair	
April 21, 2008			Final Exhibits Table Assignments	Conference Manager	
			Business meeting agenda distributed on ARLIS-L	President	
			Inform exhibitors of silent auction/raffle plans	Exhibits Coordinator	
			Suspend online auction/raffle donations	Auction/raffle coordinator	
			Ship conference programs and other materials to hotel	Conference Manager	
			Arrange for a meeting with hotel representatives to review final details	Conference Manager	
April 30, 2008			Hospitality Desk volunteer orientation	Hospitality Desk Coordinator; Conference Manager	
			Executive Board Meeting		
?			Press releases to local Denver newspapers.	Publicity Coordinator	Should this be sooner? How much sooner? Is the goal to get more registrations?
May 1, 2008			Auction/raffle items received at ARLIS/NA registration desk (a committee member will be around to assist.	Auction/raffle coodinator	
May 2, 2008			Auction/raffle items distributed throughout exhbition hall with various vendors	Auction/raffle coodinator	
May 3, 2008			End of auction special event in the evening.	Auction/raffle coodinator and Special Events coorinator	
May 1-5, 2008			ARLIS/NA Conference		
			Attend pre-conference board meeting (half an hour)	Co-chairs	
			Attend CPAC with next year's leaders	Co-chairs	
			Offer working documents to counterparts for next year's conference	Conference committee	
			Attend post conference board meeting (half an hour	Co-chairs	
May 6, 2008			Executive Board Meeting		
May 12, 2008			Request written report from hotel on room pick-ups	Conference Manager	
May 23, 2008			Exhibits coordinator draft conference report and sent to Conference manager for review.	Exhibits Coordinator	
May 2, 2008			Send thank you letter to exhibitors.	Exhibits Coordinator and Conference Manager	
June 5, 2008			Sub-committee reports due to Co-chairs	Area coordinators	

			Begin editing of conference proceedings; continue until done	Proceedings editor	
				Exhibits Coordinator; Conference Manager	
			Thank you letters to major conference donors	Past president	
			Thank you letters to all conference donors	Development Coordinator; Conference Manager	
			Thank you letters to all conference committee members	Co-chairs	
			Examine all conference bills	Conference Manager; Executive Director; Local Arrangements Chair; ARLIS/NA Treasurer	
June 13, 2008			Send final conference reports to Local Arrangement chairs	All Local Arrangements corrdinators	
August 15, 2008			Final conference reports due	Co-chairs	

Appendix B

Denver Conference Planning Committee Meeting
Thursday, July 26th – Friday, July 27th
Grand Denver Hyatt

Thursday, July 26th

8:30 - Breakfast
9:15 – Tour of Hotel Facilities
10:00 – Welcome and Introductions
10:15 – Conference Planning Goals (Ultan Boudewyns)
11:00 – Overview of seminar, session, and workshop proposals (Brown and Graham)
11:30 – Selection of sessions, seminars, workshops (CPAC)
Noon – Lunch
1:15 – Selection of sessions, seminars, workshops continued (CPAC)
2:30 – Pricing structure for workshops (CPAC)
3:00 – AV and equipment (Block)
- availability and costs
- special needs
3:30 – Break
3:45 – Conference Schedule: sessions, seminars, workshops, business meetings
4:15 – Tours and Transportation (Simon)
- review and select sites (CPAC)
- determine pricing structure (CPAC)
- tour management services and transportation costs (Block)
- cancellation policy (Block)
5:00 Adjourn

Friday, July 27th

8:30 – Breakfast
9:00 – Hospitality and Registration (Block and Blankenship)
9:30 – Special Events (Parker & Trumble)
- Welcome Party
- Convocation
- Society Circle
- Other - Silent Auction/Raffle; Member's Art Exhibit; Frontier Airlines; Logo Exhibit
10:15 – Exhibits (Imm-Stroukoff and Block)
10:45 – Break
11:00 – Publications and Publicity (Block and Wolfe)
- Exhibitors prospectus
- Preliminary program
- Final program
- Publicity
- T-shirts
Noon – Lunch
1:15 – Development (Parker and Scott and Ultan Boudewyns)
2:00 – Budget (Scott and Keeran)
3:00 – Timetables and Action List Review (Ultan Boudewyns and Trendler)
4:00 – Wrap-up
4:15 – Adjourn

Dear X,

I am pleased to be able to report that the Conference Planning Advisory Council (CPAC) has enthusiastically approved your session proposal!

That being said, there is a bit of information I think you will find useful in developing your session. First, sessions are allotted one and a half hours. Please plan numbers and length of speakers accordingly. The CPAC encourages you to add an academic or special librarian to your panel to discuss collaborations, as you indicate in your description...perhaps add a subtitle highlighting collaborative efforts in order to attract more non-public librarians to your worthwhile session.

Jeanne and I will be back in touch—hopefully around the end of August—to talk about description copy, titles of sessions and speakers, deadlines for preliminary program, etc. Our goal will be to get write ups that accurately describe what people will hear when they attend, AND to entice them to the sessions!! We will also want to make sure that the individual presentation titles make sense in terms of the overall session title.

Thanks again for a great session proposal.

Jeanne Brown and Mary Graham, ARLIS/NA 2008 Conference, Program Co-Chairs

Dear Mr. X,

The ARLIS/NA Conference Planning Advisory Board (CPAC) met in Denver July 26 & 27, 2007 to review all proposed sessions, workshops, special events, tours, and requested meeting times. In addition, the CPAC discussed all the myriad details that comprise conference planning for an engaged scholarly group such as ARLIS/NA, including touring the facility and reviewing the budget. We had an abundance of creative, interesting and timely proposals. There was a strong indication from the Board to insure that the session and workshop proposals were inclusive and appropriate for the majority of ARLIS/NA members, as well as acknowledging the diversity of our membership. We had many tough choices to make.

I regret to inform you that your proposed session, "The Importance of ...", was not selected to be included in the programming offered at the 2008 conference in Denver. We had an abundance of excellent proposals which made for interesting discussion and tough decisions.

We certainly appreciate your effort and interest as reflected in your proposal. We look forward to seeing you in Denver!

Sincerely,

Jeanne Brown and Mary Graham, ARLIS/NA 2008 Conference, Program Co-Chairs.

Appendix D: Denver Firsts

1. Complimentary breakfast at the membership meeting: With signing up for lunch or dinner no longer an extra step, ARLIS/NA members can eat and meet at the same time! We hope this Denver First will result in increased attendance at the Membership Meeting!
2. Meet the Vendors program: Some folks, even long-time members, are a bit shy with vendors, or don't know what to talk about. This Denver First offers the opportunity to visit exhibitors accompanied by old hands in the exhibits, and be personally introduced to the exhibitors who contribute their time and support to our annual conference.
3. Virtual posters: ARLIS/NA is borrowing an idea from our ALA Art Section and Instruction Section colleagues -- the virtual poster session. Three session moderators have agreed to complement their physical session with online posters, allowing wider participation and contribution of topics in this "Denver First."
4. Speakers at Leadership Breakfast and Membership meeting: Stimulated by the anticipated evolution of the structure of ARLIS/NA, the Leadership Breakfast and the Membership Meeting will both feature organizational speakers in a Denver First. Check the program for speaker details.
5. Web 2.0 kiosk: Located in the Exhibits, this Denver First has members helping members with technology one on one. A team put together by Rebecca Cooper will be available Sat. and Sun. mornings to assist anyone interested in trying out various pieces of Web 2.0 technology.
6. Blog: Access ARLIS-L postings about the Denver conference as well as submit comments or start a discussion on this Denver First at http://arlisnamw.wordpress.com/. In addition, this is the access point for the virtual poster sessions!
7. No conflict time for exhibitors: The Grand Hyatt Denver presents a unique challenge to the perennial goal of having strong attendance in the exhibits -- there is a hotel side where the exhibits and the plenary speakers will be located, and there is an adjacent convention center in which most sessions will be located. In a Denver First, one and a half hours on Sat. and Sun. have been designated "exhibits no conflict times." See you all at the Exhibits!
8. ArtTECHtonic: This Denver First is a series of webcast interviews on a variety of "tech" topics. This approach is organized by Sarah Falls, who will be in the Exhibits area Sat afternoon to discuss the webcasts with attendees.
9. Committee and other meetings interwoven through the conference instead of all on the day before the conference starts: Rather than require that all members contributing their time on committees show up to the conference early, this experimental approach allowed chairs to poll their members for optimal meeting times throughout the conference. This Denver First has the potential to change the way we in ARLIS/NA approach meetings -- or not!
10. Mountain West organized conference: ARLIS/MW was established in 1996 by librarians from Arizona, Colorado, New Mexico, Nevada, Utah, and Wyoming. Prior to 1996, the chapter was the "ARLIS/Arizona Chapter", established in 1978. So this conference is not just a Denver First, but a Mountain West First!!   We as a chapter have thrown ourselves into providing a learning experience that is also enjoyable. We have tried to consider things big and small -- from water in your registration pack to that big D.A.M. party! Individuals in the chapter and beyond the chapter have contributed unique touches to enhance the conference experience. You will find an ARLIS Membership table in the exhibits, and job postings in the hospitality area. Throughout you will see the unique conference logo designed by students at the Art Institute of Colorado as part of a contest sponsored by Mountain West chapter.

Appendix E: Local Development Letter

Dear _____,

The 36th Annual Conference of the Art Libraries Society of North America (ARLIS/NA) will be held in beautiful Denver, Colorado, May 1-5, 2008.

I am writing so that you can get these dates into your 2008 calendar and to inquire whether _____ would be interested in participating as a conference sponsor or as an exhibitor.

Sponsorship opportunities and details about Denver sessions, workshops, and tours are included in the attached documents.   There are many options from sponsoring a session to underwriting high-profile events. Your donation will be acknowledged in a variety of ways depending on the level of support.

There are several sessions/workshops/events that may be of interest to you. They include:

For more information about exhibits, please contact Eumie Imm-Stroukoff (eumie@okeeffemuseum.org), Denver Exhibits Coordinator.

Please feel free to contact me by e-mail (Jennifer.Parker@Colorado.EDU) or by telephone (303.492.3966) at your convenience. I look forward to your response.

With thanks,

Jennifer Parker

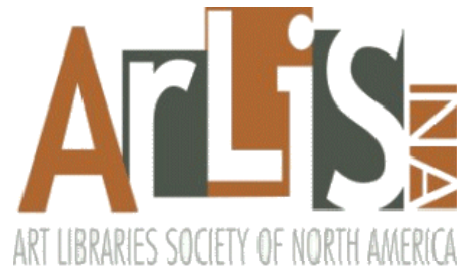Jennifer Parker
Art and Architecture Librarian
University of Colorado, Boulder
Jennifer.Parke@Colorado.EDU
303.492.3966

ARLIS/NA 2008 Denver Conference Planning Committee
Development Committee

The Art Libraries Society of North America
www.ARLISNA.org

Appendix F: Sponsorship Opportunities

ARLIS/NA Sponsorship Opportunities
36th Annual Conference
Denver, Colorado
May 1-5, 2008

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

Welcome Party & Convocation Reception
(Friday, 7-9 pm; 350+ attendees) $6,000 US (1 Gold and 1 Silver Level Sponsor)

Internet Café
(Friday through Monday) $1,500 US (Bronze Level Sponsor)

Leadership Breakfast
(Saturday, 7-8:30 am; 85+ attendees) $2,500 US (Silver Level Sponsor)

Exhibits Coffees
(Saturday, 9:30-11 am; Sunday, 9:30-11 am) $1,000 US each (Society Level Sponsor)

Web 2.0 Tech Kiosk*
(Saturday, 9:30-11 am; Sunday, 9:30-11 am) $1,000 US each (Society Level Sponsor)

* This new sponsorship opportunity will feature the latest technology, including blogging, Flickr, RSS feeds, wikis, and more. It will be staffed by knowledgeable members demonstrating how the world of art information is changing!

Denver Art Museum Reception
(Sunday, 7-9 pm; 350+ attendees) $7,000 US (1 Gold, 1 Silver, and 1 Bronze Level Sponsor)

GENERAL CONFERENCE SPONSOR *(Up to $499 US)*

Benefits

- Corporate logo featured on ARLIS/NA conference web site through the end of the conference on May 5, 2008.*
- Listing in Conference Program as a sponsor.
- Banner listing in Conference Registration area.

*Begins on the date that both the donation and electronic logo are received by the conference management company (MacPherson/Clarke, 329 March Road, Suite 232, Box 11, Ottawa, Ontario K2K 2E1, Canada, Tel.: (800) 817-0621; Fax: (613) 599-7027.)

SESSION OR WORKSHOP SPONSOR *($500 US)*

All the *General Conference Support* benefits, plus:

- Sponsorship statement accompanies session or workshop in conference publications and materials, on session signage and in conference information on the web.

- Moderator's introduction recognition statement: Sponsors are thanked by moderator at the beginning and end of the session.

For more information about specific sessions and workshops, please visit the conference website at http://arlisna-mw.lib.byu.edu/denver2008

TOUR SPONSOR   ($750 US)

All the *General Conference Support* benefits, plus:

- Sponsorship statement accompanies tour information in conference publications and materials and in conference information on the web.
- Tour leader's recognition statement: Sponsors are thanked by leader at the beginning and end of the tour.

For more information about specific tours, please visit the conference website at
http://arlisna-mw.lib.byu.edu/denver2008

SOCIETY SPONSOR   ($1,000 US)

All the *General Conference Support* benefits, plus:

- Full naming of the event: this will appear in conference publications and materials, on session signage and in conference information on the web.
- Individual introduction in preliminary remarks at event.

For more information about specific Society Sponsorship opportunities, please see the top of this document.

SOCIETY AFFILIATE BRONZE SPONSOR   *($1,500 US)*

Benefits:

❑ **Advertisements**

- To appear in the Final Program at the conference (1/2 page ad).

❑ **Web Site**

- Logo of the Bronze Sponsor to appear on the ARLIS/NA conference web site, near the top of the main page under the title, "*Society Affiliate Bronze Sponsor.*" Sponsor's logo may, at Sponsor's choice, also act as a link to the Sponsor's web site.

- Banner to appear on Advertisement for the annual conference with the sponsor's logo appearing.

❑ **Conference Benefits**

- Sponsor name will be prominently displayed on signage placed throughout conference areas.
- Option to have first right of refusal for sponsoring all subsequent Conferences.
- ARLIS/NA will provide the sponsor with an opportunity to introduce one speaker at the conference.
- Sponsor will have the opportunity to enclose a product brochure in conference kit bags given out to delegates.
- Sponsor will be invited to attend all educational and social activities at the conference.
- Sponsor will be recognized at the Opening and Closing Ceremonies of the conference.

All the *Society Affiliate Bronze Sponsor* benefits, plus:

❑ **Advertisements**

- To appear in *Art Documentation*. Sponsor will appear within the ARLIS/NA conference ad space. Sponsor may choose to have their logo appear with the words *"Society Affiliate Silver Sponsor."*

❑ **Web Site**

- Logo of the Silver Sponsor to appear on the ARLIS/NA conference web site, near the top of the main page under the title, "*Society Affiliate Silver Sponsor.*" Sponsor's logo may, at Sponsor's choice, also act as a link to the Sponsor's Website.

❑ **Conference Benefits**

- Sponsor will be invited to attend all educational and social activities at the conference (plus 2 representatives of the company)
- Sponsor may opt to trade advertising options for other Conference sponsorships (travel award, research award, session or tour sponsorships, etc.)

SOCIETY AFFILIATE GOLD SPONSOR   *($4,000+ US)*

All the *Society Affiliate Silver Sponsor* benefits, plus:

❑ **Advertisements**

- To appear in *Art Documentation*: Sponsor's logo will appear within the ARLIS/NA conference ad space. Sponsor may choose to have their logo appear with the words "*Society Affiliate Gold Sponsor.*"

- To appear in the Final Program at the annual conference.(full-page ad)

❑ **Web Site**

- Logo of the Gold Sponsor to appear on the ARLIS/NA conference web site, near the top of the main page under the title, "*Society Affiliate Gold Sponsor.*" Sponsor's logo may, at the Sponsor's choice, also act as a link to the Sponsor's website.

- Banner to appear on any/all Advertisement for the Annual Conference during the year in which the conference occurs.

❑ **Conference Benefits**

- Sponsor will be invited to introduce a speaker at the Convocation or Membership Lunch during the conference.
- Sponsor will be invited to attend all educational and social activities (including fund-raisers) at the conference (plus 3 representatives of the company)
- Sponsor will be offered one reserved table for 8 at the Membership Banquet/Luncheon.
- Sponsor may opt to trade advertising options for other Conference sponsorships (Opening exhibits reception, travel award, research award, session or tour sponsorships, etc.)

Appendix G: Sponsorship Acknowledgement Letter

May XX, 2008

XX
XX
XX

Dear XX:

On behalf of the Development Committee and the Executive Board of the Art Libraries Society of North America, thank you for your generous sponsorship gift in the amount of $XXX, underwriting the costs of <event/session name> held during the Society's recent Annual Conference in Denver. The success of this year's Conference is largely attributable to the support of our Sponsors, Chapters, Business Affiliates, Exhibitors and Donors.

Thanks again for your part in making ARLIS/NA 2008 in Denver an event to remember!

Yours sincerely,

XXX, Member
2007-08 Development Committee

Appendix H: ARLIS/NA at Altitude Press Release

The Art Libraries Society of North America (ARLIS/NA) will convene its 36th Annual Conference in Denver, Colorado, May 1-5, 2008 at the Grand Hyatt Hotel in downtown Denver. ARLIS/NA, a dynamic organization of nearly 1,100 arts information professionals, expects over 500 of its members and some 50 exhibitors to attend.

Current issues facing art librarians will be covered in program topics such as digital asset management, trends in technologies and services, and collaborative collection management. Sessions on public speaking, library advocacy, library instruction, diversity and scholarly publication will address professional development concerns, and presentations on urban renewal and sustainability planning, art resources in public libraries and government publications, fashion research and women artists of the west will highlight subjects of interest.

Workshops will be offered on the unique issues of map and atlas collections and their use in research and instruction; cataloging cultural objects, including image and other collections of objects or visual material; identifying and making informed decisions in acquisition, cataloging and handling of photographic and other reproduced materials;   mentorship; and leadership.

The conference will feature several notable speakers, including Patricia Limerick, Faculty Director and Chair of the Board of the American West at the University of Colorado, who will kick off the conference at Convocation by providing attendees a historical Denver context, and Lawrence Argent, Professor of Art at the University of Denver, who will speak on the first full day of sessions about his Denver public art pieces and the process for creating public art in Denver. David Silver, Director of the Resource Center for Cyberculture Studies at the University of San Francisco will speak on Monday afternoon, the final day of the conference, giving his insights on librarians and visual culture, and the future of libraries. Other speakers will enliven conference events such as the reception at the Denver Art Museum (Brit Probst, a partner at Davis Partnership Architects in Denver, who was the lead designer of the DAM Hamilton Building); and the ARLIS/NA Membership Meeting (Loriene Roy, President of the American Library Association).

Tours will be provided to Denver Parks and Neighborhoods, Denver Mountain Parks, Denver Cemeteries, the Denver Performing Arts Complex, Colorado Springs and Boulder. Walking tours of Denver downtown architecture and public art will be available.

Tour descriptions along with information about registration, hotel, transportation, sessions and workshops can be found on the conference web site: http://arlisna-mw.lib.byu.edu/denver2008/. For additional information about ARLIS/NA, visit the web site at: http://www.arlisna.org/.

Appendix I: Weekly Publicity Releases

Publicity announcement	Author	Date for review	Date to post
Hotel Reservations / Frontier Airlines	Peggy Keeran and Tom Riedel		December 3, 2007
Workshops	Jeanne Brown and Mary Graham		December 10, 2007
Conference blog	Bethany Sewell & Paula Wolfe		December 10, 2007
Tours	Tom and Nancy Simon		December 17, 2007
Registration	Peggy and Tom		January 7, 2008?
Convocation / Membership brunch	Deborah Ultan Boudewyns		January 7, 2008
Speakers	Tom and Peggy		January 14, 2008
Welcome Party / DAM party	Jennifer Parker and Leslie Trumble		January 21, 2008
Megatech/Tech Kiosk	Jeanne and Mary		January 28, 2008
Silent Auction/Raffle	Nancy Pistorius		February 4, 2008
Self-scheduling?	Bethany		February 11, 2008
Day-by-day highlights	Jeanne and Mary		February 18, 2008
Poster sessions?	Jeanne and Mary		Febrary 25, 2008
Leadership Breakfast?	Deborah		March 3, 2008
Exhibits	Eumie Imm Stroukoff		March 10, 2008
Cultural Attractions	Tom and Peggy		March 17, 2008
Restaurants and shopping	Lisa Blankenship and Glenn Pflum		March 24, 2008
Airport / shuttles	Tom and Peggy		March 31, 2008
Quirky local attractions	Tom and Peggy		April 7, 2008
Description of hotel	Peggy and Tom		April 15, 2008

Appendix J: Denver Tours calculated at 100%, 75%, 50% enrollment, plus final figures

Tour	Trans.	Hon.	Gratuity	Lunch	Tickets	Exp. Total	Capacity	Ticket price	Revenue	Profit at 100%
Mountain Parks 1			$100.00		$1,400.00	$1,500.00	40	$50.00	$2,000.00	$500.00
Mountain Parks 2			$100.00		$1,400.00	$1,500.00	40	$50.00	$2,000.00	$500.00
Parks and 'hoods 1	$1,114.00	$200.00	$50.00		$180.00	$1,544.00	40	$50.00	$2,000.00	$456.00
Parks and 'hoods 2	$1,114.00	$200.00	$50.00		$180.00	$1,544.00	40	$50.00	$2,000.00	$456.00
Performing Arts					$120.00	$120.00	30	$20.00	$600.00	$480.00
AIA Walking May 1		$200.00				$200.00	20	$20.00	$400.00	$200.00
AIA Walking May 6		$200.00				$200.00	20	$20.00	$400.00	$200.00
Public Art May 1		$200.00				$200.00	20	$20.00	$400.00	$200.00
Public Art May 6		$200.00				$200.00	20	$20.00	$400.00	$200.00
Cemeteries	$582.00	$200.00	$50.00			$832.00	20	$50.00	$1,000.00	$168.00
Colorado Springs	$1,114.00	$300.00	$100.00	$600.00	$300.00	$2,414.00	40	$80.00	$3,200.00	$786.00
Boulder	$1,114.00	$100.00	$75.00			$1,289.00	40	$70.00	$2,800.00	$1,511.00
	$5,038.00	$1,800.00	$525.00	$600.00	$2,180.00	$10,043.00	330		$15,200.00	$5,157.00

Tour	Trans.	Hon.	Gratuity	Lunch	Tickets	Exp. Total	Capacity	Ticket price	Revenue	Profit at 75%
Mountain Parks 1			$100.00		$1,050.00	$1,150.00	30	$50.00	$1,500.00	$350.00
Mountain Parks 2			$100.00		$1,050.00	$1,150.00	30	$50.00	$1,500.00	$350.00
Parks and 'hoods 1	$1,114.00	$200.00	$50.00		$135.00	$1,499.00	30	$50.00	$1,500.00	$1.00
Parks and 'hoods 2	$1,114.00	$200.00	$50.00		$135.00	$1,499.00	30	$50.00	$1,500.00	$1.00
Performing Arts					$90.00	$90.00	20	$20.00	$400.00	$310.00
AIA Walking May 1		$200.00				$200.00	15	$20.00	$300.00	$100.00
AIA Walking May 6		$200.00				$200.00	15	$20.00	$300.00	$100.00
Public Art May 1		$200.00				$200.00	15	$20.00	$300.00	$100.00
Public Art May 6		$200.00				$200.00	15	$20.00	$300.00	$100.00
Cemeteries	$582.00	$200.00	$50.00			$832.00	15	$50.00	$750.00	-$82.00
Colorado Springs	$1,114.00	$300.00	$100.00	$450.00	$225.00	$2,189.00	30	$80.00	$2,400.00	$211.00
Boulder	$1,114.00	$100.00	$75.00			$1,289.00	30	$70.00	$2,100.00	$811.00
	$5,038.00	$1,800.00		$450.00	$2,685.00	$10,498.00	275		$12,850.00	$2,352.00

Tour	Trans.	Hon.	Gratuity	Lunch	Tickets	Exp. Total	Capacity	Ticket price	Revenue	Profit at 50%
Mountain Parks May 1			$100.00		$1,050.00	$1,150.00	20	$50.00	$1,000.00	-$150.00
Mountain Parks May 2			$100.00		$1,050.00	$1,150.00	20	$50.00	$1,000.00	-$150.00
Parks and 'hoods 1	$582.00	$200.00	$50.00		$90.00	$922.00	20	$50.00	$1,000.00	$78.00
Parks and 'hoods 2	$582.00	$200.00	$50.00		$90.00	$922.00	20	$50.00	$1,000.00	$78.00
Performing Arts					$60.00	$60.00	15	$20.00	$300.00	$240.00
AIA Walking May 1		$200.00				$200.00	10	$20.00	$200.00	$0.00
AIA Walking May 6		$200.00				$200.00	10	$20.00	$200.00	$0.00
Public Art May 1		$200.00				$200.00	10	$20.00	$200.00	$0.00
Public Art May 6		$200.00				$200.00	10	$20.00	$200.00	$0.00
Cemeteries	$582.00	$200.00	$50.00			$832.00	10	$50.00	$500.00	-$332.00
Colorado Springs	$1,114.00	$300.00	$100.00	$300.00	$150.00	$1,964.00	20	$80.00	$1,600.00	-$364.00
Boulder	$1,114.00	$100.00	$75.00			$1,289.00	20	$70.00	$1,400.00	$111.00
	$3,974.00	$1,800.00		$300.00	$2,490.00	$9,089.00	185		$8,600.00	-$489.00

Denver Tours - Final

Tour	Trans.	Hon.	Gratuity	Lunch	Vol. rebate	Tickets	Exp. Total	Enrol	Ticket price	Revenue	Profit/Loss
Mountain Parks May 1			$100.00			$1,050.00	$1,150.00	20	$50.00	$1,000.00	-$150.00
Mountain Parks May 2			$100.00			$1,050.00	$1,150.00	31	$50.00	$1,550.00	$400.00
Parks and 'hoods 1	$350.00	$200.00	$50.00			$78.00	$678.00	12	$50.00	$600.00	-$78.00
Parks and 'hoods 2	$350.00	$200.00	$50.00			$91.00	$691.00	14	$50.00	$700.00	$9.00
AIA Walking May 1		$200.00			$20.00		$220.00	22	$20.00	$440.00	$220.00
AIA Walking May 6		$200.00					$200.00	20	$20.00	$400.00	$200.00
Public Art May 1		$200.00					$200.00	14	$20.00	$280.00	$80.00
Cemeteries	$350.00	$200.00	$50.00				$600.00	14	$50.00	$700.00	$100.00
Colorado Springs	$1,114.00	$200.00	$100.00	$520.00	$80.00	$300.00	$2,314.00	39	$80.00	$3,120.00	$806.00
Boulder	$665.00	$50.00	$75.00				$790.00	14	$70.00	$980.00	$190.00
	$2,829.00	$1,450.00	$525.00	$520.00	$100.00	$2,569.00	$7,993.00	180		$9,770.00	$1,777.00

Appendix K

<div align="center">

Exhibitor Evaluation Form
ARLIS/NA Annual Conference
Denver, CO
May 1-6, 2008

</div>

Please give us your feedback on your experience this year in Denver, in order to help our colleagues who will be coordinating the ARLIS/NA Exhibits at the 2009 Annual Conference in Indianapolis.

BEFORE THE CONFERENCE:

1. Advance information about the 2008 conference and exhibits was received in a timely manner.

Agree	Disagree	N/A

2. The Preliminary Program on the conference web site contained all the necessary information needed about exhibiting.

Agree	Disagree	N/A

3. It was helpful to have the floor plan of the Exhibit Hall to refer to.

Agree	Disagree	N/A

4. The registration procedure was straightforward and the forms clearly presented.

Agree	Disagree	N/A

5. We registered online and found the information and process to be quick and efficient.

Agree	Disagree	N/A

6. Confirmation of our space and the Exhibitors' Service Kit arrived in a timely manner.

Agree	Disagree	N/A

7. The Exhibitors' Service Kit contained everything we needed to interact with the Hotel.

Agree	Disagree	N/A

8. Questions and problems were responded to quickly and resolved pleasantly.

Agree	Disagree	N/A

9. Financial transactions were handled professionally and expediently.

Agree	Disagree	N/A

10. The Exhibitors' email blasts were helpful and informative.

Agree	Disagree	N/A

Comments and suggestions for improvement:

SET-UP:

11. Our 'adjacency' requests were accommodated.

Agree	Disagree	N/A

12. Surprises in the set-up were handled professionally and with dispatch.

Agree	Disagree	N/A

13. Signage in the Exhibit Hall was clear and effective.

Agree	Disagree	N/A

14. Material shipped to the Hotel was stored safely and delivered promptly.

Agree	Disagree	N/A

15. Arrangements with ARLIS/NA Headquarters for Internet and electrical connections went smoothly.

Agree	Disagree	N/A

16. Hotel staff was responsive and helpful.

Agree	Disagree	N/A

Comments and suggestions for improvement:

DURING THE CONFERENCE:

17. "Coffee in the Exhibits" brought delegates in the Hall.

Agree	Disagree	N/A

18. ArtTECHtonic and Web 2.0 Tech Kiosk increased traffic in the Hall.

Agree	Disagree	N/A

19. Our sponsorship was appropriately acknowledged.

Agree	Disagree	N/A

20. Traffic in the Hall was steady throughout the exhibition hours.

Agree	Disagree	N/A

21. The no conflict time was successful.

Agree	Disagree	N/A

22. The silent auction in the Exhibit Hall was an effective lure.

Agree	Disagree	N/A

23. Security in the Exhibit Hall was adequate.

Agree	Disagree	N/A

24. ARLIS/NA staff and Exhibit Hall volunteers were responsive and helpful.

Agree	Disagree	N/A

25. ARLIS/NA exhibits schedule in Denver was satisfactory.

Agree	Disagree	N/A

26. Registration packets were supplied to all registered booth personnel.

Agree	Disagree	N/A

27. The packets contained the correct tickets, etc. for other conference events in which we participated.

Agree	Disagree	N/A

28. We are planning to exhibit again at ARLIS/NA next year.

Agree	Disagree	N/A

Comments and suggestions for improvement:

Your name/Company name: (optional)

Thank you for supporting ARLIS/NA by being an exhibitor at this year's conference! We look forward to seeing you again in 2009!

Sincerely,

Eumie Imm-Stroukoff
Exhibits Coordinator
ARLIS/NA Conference in Denver, 2008

Appendix L: E-mail Blasts to Exhibitors

Email blast #1:

Warmest holiday wishes from the ARLIS/NA Conference Exhibit Coordinator!

This is the first of our monthly messages via email to help you become acquainted with the Exhibits Hall in Denver.

I hope you received my previous email with the attached 2008 Exhibitor Prospectus. If not, please contact Debbie Block at arlisna@mcphersonclarke.com or me and we will send one to you.

Printed copies have gone out so please watch for one in the mail. If you have recently sent an address correction to ARLIS/NA headquarters, they will need to update your address and send the Exhibitor Prospectus to your new address. Please accept our apologies for any delay in receiving the printed copy.

We would like to point out also that the most current version of the Exhibitor Prospectus will be found on the conference web site shortly. There will be revisions to the Exhibitor Prospectus, so please check the following link for the updated version in January 2008: http://arlisna-mw.lib.byu.edu/denver2008/exhibitors.htm

A few details about the Exhibits Hall:

- We will have a security guard for the Exhibits Hall when it is closed, both during the night and during the lunch breaks.
- The Web 2.0 Tech Kiosk and Poster Sessions will take part in the Exhibits Hall Saturday and Sunday during exhibit hours.
- The exciting new ArtTECHtonic is being introduced for the first time this year in the Exhibits Hall. Check the website: http://arlisna-mw.lib.byu.edu/denver2008/program.htm for details!
- Please have your Exhibit Personnel sign up for tours, workshops and the sessions they wish to attend. You will find a list of the tours and workshops, as well as the fees at: http://arlisna-mw.lib.byu.edu/denver2008/registration.htm.
- The freight elevator, big enough to hold a Hummer if you so choose, will allow you to take your stock from ground level at 18th Street directly to the Exhibit Hall. See the hotel plan on the website: http://arlisna-mw.lib.byu.edu/denver2008/exhibitors_floorplan.pdf.
- Silent Auction items will be dispersed throughout the Exhibits Hall on Saturday only.
- Based on the recommendations of one of our exhibitors, we have lengthened the hours that the Exhibits Hall is open on Saturday, May 3, 2008. After the lunch break, the Exhibits Hall will be open from 2:00-7:00 p.m. We believe this will give the exhibitors extra time to show off their displays.

Further information about the conference can be found on the conference web site: http://arlisna-mw.lib.byu.edu/denver2008/.

I hope you have a wonderful Holiday Season and New Year, and Debbie and I will be in touch after the new year with another monthly Exhibitor update!

Email blast #2:

Greetings from the ARLIS/NA Conference Exhibit Coordinator!

This is the second in a series of monthly messages via email to help you become acquainted with the Exhibits Hall in Denver.

By now, you should have received the printed copy of the 2008 Exhibitor Prospectus.   We would like to point out that the most current and revised version of the Exhibitor Prospectus is located on the conference web site. Please check the following link for the updated version: http://arlisna-mw.lib.byu.edu/denver2008/exhibitors.htm

Here are a few suggestions for you when sending in your registration:

- To avoid any potential delays with your registration, please check with the post office about first class postage to Canada. We have been told it will be changing from the .60 posted in the printed Exhibitors' Prospectus.
- If you plan to sign up for our exciting tours of Denver and informative workshops, please fill out and submit the conference registration form.

Debbie Block at arlisna@mcphersonclarke.com and I will need to be contacted if the issues below pertain to you:

- If you will need Internet access at your table. Please note that payment for Internet connections will be your responsibility. Further information is included in the Exhibitor's Information Kit.
- If more than one individual is attending from your company, we will need all of your individual email addresses for our *Attendee Listing for Exhibitors*.

I am happy to report that we have begun a new program *Meet the Exhibitors!*   This program is designed to introduce our conference attendees with the Exhibits Hall.   Experienced members of ARLIS/NA will take interested attendees around on an informal tour to personally introduce them to our exhibitors.

As always, further information about the conference can be found on the conference web site: http://arlisna-mw.lib.byu.edu/denver2008/.

Debbie and I will be sending out another monthly Exhibitor update next month, so please be sure to look out for it!

Email blast #3:

Greetings from the ARLIS/NA Conference Exhibit Coordinator!

This is the third in a series of monthly messages via email to help you become acquainted with the Exhibits Hall in Denver.

Debbie Block is no longer employed with McPherson Clarke, and Susan Rawlyk has assumed the role of Conference Coordinator on behalf of ARLIS/NA.   Susan is available to assist with any of your requests and can be reached at (800) 817-0621 or through arils.na@mcphersonclarke.com.

By now, we hope that you have already submitted your registration and would like to remind you that HQ will not be accepting exhibitor registrations after April 1, 2008. We presently have no booth space left to rent and have very few tables left, so please get your registration submitted if you plan on attending.

Please contact Susan Rawlyck if you require Internet access needs at your table in the Exhibits Hall. For any AV needs, please contact the Hotel directly. Please note that payment for AV and Internet connections will be your responsibility. Further information is included in the Exhibitor's Information Kit.

I am happy to report that we have been getting volunteers for Meet the Exhibitors! As described in our last email blast to the exhibitors, this new program is designed so that experienced members of ARLIS/NA will introduce our conference attendees to our vendors in the Exhibits Hall.

As always, the most current information about the conference can be found on the conference web site: http://arlisna-mw.lib.byu.edu/denver2008/.

We will be sending out another Exhibitor update next month, so please be sure to look out for it!

Email blast #4:

Greetings from the ARLIS/NA Conference Exhibit Coordinator!

This is the last in a series of monthly messages via email to help you become acquainted with the Exhibits Hall in Denver.

The conference is just under two weeks away! We are looking forward to welcoming you to Denver and hope that you will be pleased with some of the changes that we have made to make the Exhibits Hall experience a pleasant one.

As mentioned in "Denver Firsts #7" on ARLIS-L, the Grand Hyatt Denver has the unique challenge of a hotel side where the exhibits hall and plenary sessions will take place and a convention center where most sessions will be located. We have planned several strategies to alleviate this logistical dilemma. One and a half hours on Saturday and Sunday have been designated "exhibits no conflict times." We believe there will be lots of activity in the Exhibits Hall during our no conflict times, as well as when there are events scheduled in the Exhibits Hall such as Web 2.0 Tech Kiosk and ArtTECHtonic.

Some other great news that we hope will please you! Many attendees have signed up for the "Meet the Exhibitors" program. Our more experienced members will be introducing their colleagues to you. We hope this will lead to valuable connections and exchanges. In addition, the ever-popular Silent Auction and raffle will again be held in the Exhibits Hall this year; however in Denver, we will be displaying the silent auction items amongst the exhibitors' tables to encourage our attendees to circulate throughout the Exhibits Hall.

We have recruited volunteers for shifts in the Exhibits Hall during Friday, Saturday, and Sunday. They can be identified by a volunteer ribbon on their name badge. They will be available in case you should have any questions or need assistance. In addition Susan Rawlyk, Conference Coordinator, and I will also be available. While in Denver, Sue will be stationed in the Torreys Peak room (registration office) just across the hall from Exhibits.

As always, the most current information about the conference can be found on the conference web site: http://arlisna-mw.lib.byu.edu/denver2008/.

See you in Denver!

Email message on ARLIS-L:

Exhibits at the ARLIS/NA conference in Denver

As Exhibits Coordinator for the ARLIS/NA conference in Denver, I am pleased to send you this greeting!

I'd like to encourage you to make a special effort to visit our vendors in the Exhibits Hall during the conference. They will be exhibiting their goods from Saturday, May 3 through Sunday, May 4. I personally always look forward to going into the Exhibits Hall every year and seeing what our vendors have displayed at their tables and booths. It's always a treat to actually see an item in person! This is also a great opportunity to chat with the vendors and thank them for their sponsorship and support of our annual conference. Click here for the link to our preliminary list of exhibitors http://arlisna-mw.lib.byu.edu/denver2008/exhibitors_2008.htm and here for the link to our list of sponsors http://arlisna-mw.lib.byu.edu/denver2008/sponsors.htm.

If you are a novice or are a little shy with the vendors, we have a special "Meet the Vendors" program just for you! This is a great opportunity to be introduced to and visit with the vendors in the Exhibits Hall accompanied by a more experienced ARLIS member. Further information can be found at: http://arlisna-mw.lib.byu.edu/denver2008/meetexhibitors_form.htm. The deadline to sign up for this program is April 16, 2008.

In addition, we will have exclusive exhibit hours that will not conflict with any of the sessions, as well as the popular Silent Auction and new features – Web 2.0 Kiosk and ArtTECHtonic!

Please make sure you make your way around the Exhibits Hall and meet our vendors on Saturday and Sunday, May 3rd and 4th!

Eumie Imm-Stroukoff
Exhibits Coordinator
2008 ARLIS/NA Annual Conference, Denver