Q1: **Chapter Contact Information**
- **Chapter Name:** Iowa Library Association
- **Address:** 525 SW 5th St.
- **Address 2:** Suite A
- **City/Town:** Des Moines
- **State:** IA
- **ZIP:** 50309
- **Primary E-mail Address:** admin@iowalibraryassociation.org

Q2: **Date Completing This Survey**
- **Month/Date/Year:** 08/05/2013

Q3: **Report for Fiscal Year**
- **Start Date/End Date:** January 1-December, 2012

Q4: **Where is the link to your association’s page on Facebook found?**
- On your association’s homepage?

Q5: **What is your Facebook web address?**

Q6: **Where is the link to your association’s twitter account found?**
- On your association’s homepage?
Q7: What is your Twitter handle?  
@IowaLA

Q8: Where is the link to your association’s "Take Action" page (e.g., Capwiz) found?  
On your association's advocacy (legislation) page?

PAGE 4: Association Primary Contacts

Q9: Primary Contacts
President  
Mary Heinzman
Chapter Councilor  
Kathy A. Parsons
Other (include title)  
Sarah Willeford, Vice President/President-Elect
Other 2 (include title)  
John Lerdal, Treasurer
Other 3 (include title)  
Melissa Primus, Senior Management and Staff Contact for Management Company

Q10: Budget Totals for Year (answer requires a figure rounded to the nearest dollar)
Revenue  
204891
Expenses  
218684
Unrestricted Net Assets  
127887

PAGE 5: Management and Staffing

Q11: Does Your Association Use a Management Company?  
Yes

Q12: List the Titles of Paid Staff
Title 1  
Melissa Primus, Sr. Management Team and Staff Contact
Title 2  
Andrea Heisterkamp, Sr. Administrative Assistant

PAGE 6: Membership Information

Q13: Chapter Membership  
Calendar

Q14: Chapter Membership Includes  
School library association part of Chapter
Q15: Chapter Membership Includes
ACRL Chapter

Q16: Dues structure for PERSONAL members
Graduated (fee levels based on salary)

Q17: Please List Applicable Fee or Percentage for PERSONAL members
Highest graduated fee
Lowest graduated fee

Q18: Please List Number of Chapter Members by Category
Personal
Student
Trustee
Library/Institution
Total of Any Other Categories

Q19: Chapter Membership Compared to Last Year
Grew

Q20: If Membership Grew or Declined
Grew by What Percentage (if known)?

Q21: Chapter Membership Was at Its Highest . . .
In year?
With how many total members?

PAGE 7: Annual Conference

Q22: Please Provide the Following Financial Information about Your Chapter's Annual Conference
(answer requires a figure rounded to the nearest dollar)
Revenue
Expenditures

Q23: Please Provide the Following Non-Financial Information about Your Chapter's Annual Conference
(if not applicable, insert n/a)
Month
Location
Total number of attendees
Total booths/tables of exhibits
Total number of vendor chat tables
Total number of vendors participating in conference sessions
Total Number of Program Offerings
Q24: Did Your Chapter Meet Its Budget Projections for Its Annual Conference?
Exceeded

Q25: Did Your Association Try Something New at This conference?
No

Q26: If So, Please Briefly Explain What It Was and What Your Association Hoped to Achieve
Respondent skipped this question

Q27: Was It Successful?
Respondent skipped this question

Q28: Will Your Association Offer This Again at Its Next Annual Conference?
Respondent skipped this question

Q29: List Your Association's Most Successful Events Held during Conference
ILA Foundation Silent Auction and Raffle

Q30: Share Outstanding Keynotes or Speakers (include topics, please)
Christopher Harris--pre-conference, keynote, & 2 sessions, talked about dealing with digital, ebooks, technology challenges, and gaming
Dr. James L. Thomas--pre-conference & 1 session, talked about early literacy and language play for infants
Bob Anderson--keynote talked about the Raptor's Research Project (Decorah eagles)
Jamie LaRue--keynote, talked about 5 ways librarians make things better
Dan Buettner--keynote; talked about Blue Zones and the secret of a healthy life
Mariannette Miller-Meeks--sessions talked about Iowa's Healthies State Initiative
Meg Gerritsen-Knodl--2 sessions, talked about social media's impact on libraries and how maximize social media
Barbara Jones--2 sessions, talked about porn in libraries and banned books

PAGE 8: Association Management Systems

Q31: Please Provide the Systems/Vendors Used to Manage Your Association's Transactions and Member Data
Accounting System
MultiLedger
Registration System
Filemaker
Database
Filemaker
Web Design/Adminstration
Joomla!

PAGE 9: Highlights of the Year
Q32: List Major Activities, Accomplishments with Participation (e.g., Library Legislative Day and number of attendees, legislative successes, new strategic plan, trainings, etc.)

Legislative Day--70 librarians and 75 legislators
Town Hall Meetings--424
Leadership Workshop-38

Q33: List Major Issues Facing the Association (e.g, budget, membership, structure, systems, competition, etc.)

Declining revenues and increasing expenditures
Finding volunteers and leaders within the association
Competition from larger states for speakers and vendors

Q34: Thank you for completing this Annual Report. If you have any comments or questions, please share them with us. We anticipate sharing some of this information with all Chapters (e.g., conference information). If there are questions you would like us to consider adding, please include them here.

Have you recently revised your dues structure? If yes, what was the impact on membership numbers and/or revenues.