

Minutes of the
Exhibits Round Table
Board Meeting
June 24, 2012
Anaheim Convention Center

The meeting was called to order by the Chair, Gene Shimshock, at 7:10 am.

Board members in attendance:

Gene Shimshock, Chair
Melissa Brechon, Librarian Vice-Chair
John Ison, Secretary
Jay Askuvich, Treasurer
Joseph Eagan
Alice Knapp
Athena Michael
Marc Roberson
Osha Saylor
Todd Voorhees
Melissa Wood

Others present:

Paul Graller, ALA Conference Services
Patrick Murphy, ALA Conference Services
Mark Huber, ALA Development Office

Approval of Minutes:

The board voted to approve the minutes of the January 22, 2012 board meeting.

Treasurer's and Membership Reports

The round table had a fund balance of \$23,476 as of May, 2012.

There were 375 personal members, 22 organizational members, and 220 corporate members. This represents an increase of 15 personal members, a decrease of 4 organizational members and a decrease of 1 corporate member since 2011.

Chris Hoy Scholarship Committee Report

Athena reported that there was a high level of interest in the quilt auction and the artists' pieces at this conference. She said that the daily articles in Cognotes had been a great help in promoting the event.

Education Committee

Melissa Brechon reported that four of the scheduled six programs had been presented and all but the one held off site went very well attended.

Due to complaints regarding A/V costs for the programs Patrick reported that he was exploring ways to reduce those costs in the future.

Joseph suggested that ERT provide a liaison to each presenting company to help them with the planning and details related to ordering services.

Conference Registration

As of Saturday evening paid attendance was 11,641, down 1,005 from the same point in 2011 and exhibit passes were 2,721, up 761. Total attendee registration was 14,362. The number of exhibitors was increased by 72 to 5,317.

Conference Opening Reception

It was noted that the opening reception will end at 7:00pm at future Annual and Midwinter conferences.

Future Conference Locations

Paul presented the following list for Board approval:

YEAR	Midwinter	Date	Annual	Date
2013	Seattle	Jan 24-29	Chicago	June 27-July 2
2014	Philadelphia	Jan 23-28	Las Vegas	June 26-July 1
2015	Chicago	Jan 29-Feb 3	San Francisco	June 25-30
2016	Boston	Jan 21-26	Orlando	June 23-28
2017	Atlanta	Jan 18-24	Chicago	June 22-27

** These dates have been updated since the meeting and are correct as of 8/13/12*

Following review of the financial penalties associated with relocating the 2014 Annual conference, the Board voted to accept the recommended locations and dates.

Vendor Selection for Lead Tracking

Paul reported that Conference Services is gathering bids from several new vendors and there is a great deal of capability to provide enhanced services to vendors and attendees.

ALA Exhibits Concept

Peg Sullivan, library consultant, reported on discussions she has been having with executives of ALA and AASL regarding creating a model school library area on the exhibit floor. Following this presentation the

Board further discussed the concept and agreed to defer any action until more information is available.

Reports from Liaisons

Joseph reported that he had attended the Round Table Coordinating Committee meeting as liaison from ERT and presented a report on ERT activities.

Alice presented an overview of ERT and exhibits in general to two sessions of New Members Round Table orientations. Attendance at these sessions was approximately 100 at the first and 70 at the second.

Gene reported that he had been unable to attend the ALA Conference Committee meeting.

Roberta Stevens, the liaison to the ALA Executive Board, joined the meeting and reported that ALA membership is currently 57,000, down from a recent high of 59-60 thousand. Due to revenue shortfalls ALA is drawing \$800,000 from its reserves to cover some major expenses, particularly the purchase of Neil-Schuman Publishing. The ALA Executive Board is considering adjusting ALA dues to reflect changes in the CPI.

Revised Conference Processes

Paul reviewed an ALA document entitled "Annual Conference 2013: Roadmap for Change" which was prepared by Mary Ghikas. (That document is available on the ALA web site.) The document outlines several ways to streamline the conference to make it easier and less expensive for participants. Major changes would include "shrinking" the conference campus so that all meetings are held in the convention center and reducing programs to not more than 90 minutes in length. He emphasized that reducing the overall number of programs below 300 was not a goal of this process.

ALA Virtual Conference and Exhibits

Patrick reviewed opportunities for exhibitors to present 5-7 minute ads between sessions of the July 18-19 virtual conference.

The meeting adjourned at 9:05 am.

Minutes submitted by John Ison, Board Secretary.
