

Minutes of the  
Exhibits Round Table  
Board Meeting  
January 22, 2012  
Dallas 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 Breton, Librarian Vice-Chair  
Joe Frueh, Vendor Vice-Chair  
John Ison, Secretary  
Jay Askuvich, Treasurer  
Joseph Eagan  
Alice Knapp  
Athena Michael  
Marc Roberson  
Osha Saylor  
Todd Voorhees

**Others present:**

Paul Graller, ALA Conference Services  
Patrick Murphy, ALA Conference Services

**Approval of Minutes:**

**The board voted** to approve the minutes of the October 20, 2011 board meeting.

**Treasurer's and Membership Reports**

The round table had a fund balance of \$22,939 at the end of the fiscal year on August 31.

There were 369 personal members, an increase of 9 over 2011; 27 organizational members, and increase of 1; and 220 corporate members, a decrease of 1.

**Membership Committee**

Joe Frueh Outlined the committee's plan to build ERT membership based on the outline and structure of the ERT strategic plan.

**Key positions on the newly-established Membership Committee are:**

**ERT Vendor Vice-Chair**

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**ALA Membership Office staff member**  
**Exhibit Management team member**  
**Two ERT exhibitor members**  
**Two ERT librarian members**  
**Others round table or committee liaisons as needed**

**Initial objectives of the Membership Committee are:**

**Identify and recruit Membership Committee members.**

**Coordinate with ALA Membership Office staff.**

**Audit and reconcile the current list of ERT members to lists of current ALA, PLA, ACRL, AASL, etc members.**

**Audit company contacts to ensure currency.**

**Target non-members for recruitment as ALA & ERT members.**

**Actively communicate with ERT members and promote the ERT strategic plan and objectives.**

**Identify additional opportunities once the committee is formed and data collected.**

Joe also reminded the Board that we had all agreed to visit first time exhibitors at this conference to welcome them to ALA and outline the purpose and benefits of ERT membership.

### **Chris Hoy Scholarship Committee**

Athena Michael reported that she is getting the committee established and that there are currently five quilts being made for the auction at the Anaheim conference.

Paul Graller reviewed the financial status of the endowment. In FY 2011 revenue exceeded expenses by \$6,726 which was added to the net asset balance resulting in a total balance in the fund of \$86,945.

Following discussion acting on a motion by Frueh, seconded by Ison, the Board voted to **charge the Chris Hoy Scholarship committee to develop a program to increase the endowment to a level which will be sufficient to provide a \$5,000 scholarship each year.**

### **Education Committee**

Melissa Brechon distributed a draft of the guiding principles for requests for ERT sponsored programs. The Board discussed and approved this document by assent and it will be available, along with the submission form on the ERT website.

Melissa outlined the current submissions for programs to be sponsored by ERT and asked for clarification of the process for approving programs. Acting on a motion by Ison, seconded by Frueh, the Board voted that **the**

**librarian Board members have final decision authority regarding acceptance or rejection of proposed programs.**

In further discussion the Board asked **that ALA establish a link from the ERT website to a form for submitting programs, agreed that ERT did not have responsibility for promoting vendor programs, and that Melissa would develop and distribute program evaluation forms at sponsored programs.**

### **Conference Planning**

Paul Graller reviewed the skeleton schedule for the 2013 Annual Conference in Chicago and Board members noted that exhibit closing was scheduled for 3:30 pm on Monday.

Following discussion the Board, acting on a motion by Askuvich, seconded by Saylor, asked that **exhibits be closed at 2:00 pm on Monday to facilitate move-out by exhibitors.**

Following further discussion, the Board, approved a motion by Voorhees, seconded by Frueh, **that exhibits at the Midwinter Meeting and Annual Conferences use the same schedule, including 2pm closing on Mondays.**

Paul reviewed difficulties that ALA has encountered with finalizing the contract with Los Angeles for the 2018 conference and Conference Services recommendation to reschedule that conference for Denver. The Board, acting on a motion by Ison, seconded by Frueh, **voted to support the relocation of the 2018 Midwinter Meeting from Los Angeles to Denver.**

Paul reviewed Conference Services activities in planning the 2020 Annual Conference and advised the Board of the financial advantages to ALA and exhibitors of entering into a multi-year contract with Chicago. Following discussion the Board, acting on a motion by Frueh, seconded by Askuvich, **approved Chicago as the site for the 2020, 2023, and 2026 Annual Conferences.**

### **Reports from Liaisons**

Roberta Stevens, the liaison to the ALA Executive Board, joined the meeting and reviewed her background as both a librarian and exhibitor and assured the Board of her support. She talked with the Board about ALA's concerns with some publishers placing restrictions on ebook circulation and asked our support of a petition supporting school libraries. Paul Graller discussed ALA's activities toward including programming in the Midwinter Meetings and also including exhibitors in virtual conferences.

Joe Frueh reported that he addressed 36 new members at the NMRT orientation and that a new format was used which allowed members to pose questions to exhibitors.

### **Alternative Lead Systems**

ERT member Ron Birchard outlined his concerns about the cost of the current lead systems being supplied by Experient. Paul Graller reported that, due to similar comments by exhibitors at the 2011 Annual Conference, Experient will be offering exhibitors "significant" discounts at the conference in Anaheim. He further stated that, while lead collection is tied to the conference registration system, Experient is using open source software and will assist exhibitors who wish to use their own equipment.

### **Communications Channels Available to ERT**

Due to time limitations this discussion was **deferred to the spring board meeting.**

### **Conflicts with Exhibits Opening Reception**

John Ison outlined his concerns with the receptions which the Urban Libraries Council has been holding in an off-site location at the same time as the ALA exhibits reception. Board member Marc Roberson stated that, since the company he works for is the financial sponsor of the events, he will work with ULC to **have the receptions rescheduled for later in the evening.**

### **Upcoming Board Meetings**

The Board agreed to hold a meeting for members attending the PLA National Conference in Philadelphia at **noon on March 14.** Board members not attending the conference will participate by phone.

Future conference calls will be held on **April 11 and May 9.**

The meeting adjourned at 9:05 am.

Minutes submitted by John Ison, Board Secretary.

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