

Utah Library Association 2010 Conference Committee Report

INTRODUCTION	1
EXECUTIVE SUMMARY	1
CHANGES MADE IN 2010.....	2
SUB-COMMITTEE REPORTS	2
Programs Report, by Sarah Bosarge	2
Poster Sessions Report, by Anna Zanarini.....	4
Book Sales and Author Signings Report, by Anna Zanarini	4
Virtual Conference Report, by Dale Larsen	5
Awards Report, by Michael Whitchurch	7
Printed Programs Report, by Debbie Short.....	7
Registration Report, by Debbie Ehrman.....	8
Event Planner and Exhibits Report (includes AV), by Pia Jones	9
Publicity Report	12
Local Sponsorships Report, by Pam Martin	13
Grants Report.....	14
Exhibit Incentives Report, by Marcia Cheney	14
Hospitality Report, by Erin Davis.....	14
Local Arrangements.....	15
RECOMMENDATIONS FOR 2011 AND BEYOND.....	15
CONCLUSION.....	16
APPENDICES	
Appendix 1: UPLIFT Organizational Resource Grant Final Report	17
Appendix 2: Program Volunteers and Attendance Counts	20
Appendix 3: Exhibitors List.....	23
Appendix 4: Final Budget (as of June 4, 2010)	25

INTRODUCTION

I need to start by saying thank you! Thank you to Ruby Cheesman for having faith in me and giving me the opportunity to take on this awesome task. Thank you to Pia Jones for her experienced wisdom and guidance. Thank you to Sarah Bosarge for so efficiently and reliably taking care of programs, the main reason why people come to the conference in the first place. Thank you to everyone who said 'yes' to being on my Conference Committee. It could not have happened without their dedication, hard work, attention to details, positive energy, and senses of humor. I enjoyed working with them all. And I am now in their debt!

The committee met eight times from September 2009 to April 2010. Three meetings were held to coincide with in-person ULA board meetings. Five meetings were held "virtually" using Wimba (more information on that below). Committee members were asked to submit progress reports prior to the meeting, which were compiled as part of the meeting agenda. Notes taken during the meetings were integrated with the agenda and sent back out as the minutes. Subsequent agendas and meetings were added to the top of the existing document, allowing for quick reference to past meeting discussions and decisions.

EXECUTIVE SUMMARY

Program proposals were submitted using an online form via SurveyMonkey. The program board cultivated 87 program proposals, resulting in six pre-conference workshops, 50 regular programs, and 10 poster sessions at the conference. Care was taken to ensure a balanced representation of topics and intended audiences. Some smaller proposals were combined to create more robust sessions. The program board used \$10,000 in seed money, approved by the 2009 ULA board, to secure high-profile speakers and presenters early. Invited speakers included ALA president Camila Alire, mystery author Rosemary Harris, and film producer Taki Telonidis. The Utah Education Network also sponsored a screening of the documentary film *The Hollywood Librarian*. Book sales for author signings were coordinated through Barnes & Noble in St. George. ULA earned no revenue from those sales.

An experimental virtual conference was offered for the first time this year. We intended to offer a live, interactive video stream of programs, believed to have a broad appeal and archival longevity, across a web-based interface. Unforeseen technical issues—primarily bandwidth limitations at the Dixie Center—hampered its success. Ultimately, programs were streamed with audio only, and no archives were captured for later viewing. Audio-visual equipment and staff support was primarily provided by Utah Valley University, again, this year.

Attendance was lower than anticipated: 255 paid for full registration, 33 for one-day, 42 vendors, and 29 were complimentary registration (either full or one-day), for a total of 359. Conference hotel room pick-up was 88%, though would have been higher if the hotel had rooms available. Thirty-nine vendors exhibited, along with four complimentary exhibitors (ULA, MPLA, UALC, and the ULA Executive Director), resulting in \$19,250 in revenue. SirsiDynix, EBSCO, and Emerald also sponsored programs and supplies; local sponsors donated \$4000; grant proposals garnered \$3000; for a total of more than \$10,000 in sponsorships and in-kind donations. Total revenue estimates (as of June 4, 2010) are \$77,785; total expense estimates are \$66,561.24; resulting in an estimated profit of \$11,223.76.

Attendees' feedback indicates general satisfaction with the city and venue, despite the distance for most, and that programming was the best of ULA conferences in memory.

CHANGES MADE IN 2010

Online Program Proposal Form

Sarah Bosarge created an online form, using Survey Monkey, to facilitate electronic submission of program and poster session proposals. In addition to standardizing submission documents, it also allowed for an exact copy-and-paste of information into the print program.

Wimba for Conference Meetings

The conference committee utilized Wimba—a web-based, collaborative learning software application, which is paid for state-wide educational use by the Utah Education Network—for its monthly meetings *not* coinciding with ULA board meetings. Attendees were able to use computers or phones to “attend” the meeting. Computer users were able to use headsets to speak or simply use the type-based chat to participate.

Google Docs for Sharing and Archiving

Google Docs was used to share, edit, and archive documents related to planning the conference. The documents remain available to be used by future conference committees.

Virtual Conference: An Experiment and an Experience

We attempted ULA’s first virtual conference in 2010. Dale Larsen, who led the effort, made a valiant attempt to make the virtual conference live and interactive for its participants, with mixed results. The virtual conference option was not advertised until a week after the “early registration” deadline so as not to draw away from in-person conference attendance. Due to the experimental nature of this new offering, there was no charge involved. We budgeted \$1000 toward the effort, however Dale Larsen and Tim Rowley (who ran our A/V sub-committee) were able to put together all the equipment and expertise needed for this first effort without a charge to ULA. Much was learned.

Responsibility of Poster Sessions and Books Sales/Author Signings

As much the result of happenstance as planning, the co-chair of the Program Board, Anna Zanarini, became the coordinator of both the Poster Sessions and the Book Sales/Author Signings. This combination of responsibilities makes sense in two ways. First, the co-chair is already familiar with the proposals, so there’s no learning curve as far as content is concerned. Second, it gives the co-chair distinct responsibilities, rather than just supporting the chair’s efforts.

Economized Print Program

To save paper, it was decided to publish a complete program, including all program abstracts, on the web only. The physical program included a one-to-two sentence description of each program only.

SUB-COMMITTEE REPORTS

Most of the reports below were written by the conference committee member with the main responsibility for them, as noted by their names, with minimal editing for clarity. Those without a name are Greg Hatch’s, conference chair’s, summaries of these areas.

Programs Report, by Sarah Bosarge

Introduction

The purpose of the ULA Program Board is to coordinate both non-conference and conference programming for the organization for the fiscal year and to lead the Program Board roundtable, committee and section chairs in this process. The Program Board Chair

and Vice Chair work together with the Conference Committee in planning for the Annual Conference programming. For the 2010 conference, the Program Development Team consisted of the following members: Conference Committee Chair, Program Board Chair and Vice Chair, ULA President and President Elect, and the Print Production Coordinator (printed program).

*2010 ULA Conference: Dixie Center, St. George, Utah, May 12-14
“Come Together . . . for Utah Libraries”*

- 87 program proposals were submitted to the ULA Program Board for this year’s conference including 14 poster sessions.
- 50 regular programs were presented at the Annual Conference; 31 on Thursday and 19 on Friday (52 hours of regular programming). 6 half-day (3 hour) pre-conference workshops were presented on Wednesday. 10 poster sessions were held during a 30 minute non-compete time on Friday morning.
- Keynote speaker was ALA president Camila Alire. Lunch speakers were mystery author Rosemary Harris and film producer Taki Telonidis. The Utah Education Network sponsored a Thursday night screening of the documentary film *The Hollywood Librarian*.
- In addition to the general ULA business meeting, 11 groups held business meetings during the conference.
- 13 authors were available to sign and sell their books or DVDs at the conference. Barnes & Noble helped facilitate an author signing booth and sold books in the exhibits area.

New Processes this Year:

The Program Board was able to take advantage of \$10,000 in “seed money” to budget for invited speakers. This was invaluable in being able to get commitments from invited speakers early on in the conference planning process.

The proposal form was revised to require more information about potential programs including learning outcomes and active participation techniques. The form also required acknowledgment from presenters of technical and registration requirements (recommendation of the 2009 conference report).

Program Board chair sent out all acceptance and rejection email messages for all program proposals. Program Board chair verified acceptance from the primary contact for each proposal (recommendation of the 2009 conference report). Program Board vice-chair did the same for all poster session proposals.

The Program Development Team used feedback from the 2009 Conference survey to solicit proposals on specific topics and also to guide the final selection of programs. The Program Development Team opted to accept fewer, high-quality programs so as not to dilute the audience between too many simultaneous program choices.

Established a non-compete time for poster sessions.

Provided “comp” registrations for invited speakers so that badges and conference materials were available for all participants (recommendation of the 2009 conference report).

The Conference Committee experimented with a virtual conference highlighting one session per hour of programming selected for being of broadest general interest to the ULA membership.

Suggestions for Future planning:

Investigate the use of Open Conference System for conference website in order to better facilitate program status, associated materials, and so forth. Better coordination of program materials (slides, handouts, and so forth) available on the web after the conference is recommended.

Ensure that program information is available via the website earlier in the conference registration cycle.

Allow for registrants to “opt out” on a printed program and allow them access to more complete program information via the internet (recommendation of the 2009 report).

Revise the role of Program Board vice-chair to formally oversee poster sessions for the conference--from proposal, selection, and acceptance, through communicating with poster presenters and seeing to facilities set-up for poster sessions (coordinating with event planner). This worked well this year and gives the vice-chair a specific role to play and through which to gain experience.

Remember to factor in time for book signings in the original program grid.

Summary

Overall, the ULA Annual Conference 2010 was a great success from the Program Board perspective. Many attendees and participants expressed thanks and gratitude to both the Program Board and the Conference Committee. Many noted how pleased they were with the quality and diversity of programs.

Poster Sessions Report, by Anna Zanarini

There were 10 poster sessions this year located in the back of the exhibit hall. Email confirmations were sent out when programs were confirmed. Several poster presenters cancelled because they were unable to attend the conference in St. George. Follow-up emails were sent to assess and confirm equipment needs. Several presenters needed electricity run to their poster sessions and one needed a bulletin board in addition to the standard easels. None of the poster presenters wanted to face the back of the hall, so all the sessions were set up along the front side of the tables. This worked okay because we only had 10 poster sessions; however, this may need to be addressed for the next conference. It might work better to assign poster locations in advance. Posters were allowed to set up as early as Wednesday afternoon, immediately following pre-conferences. Posters were presented from 9-9:30am on Friday and presenters were required to be at their posters to provide information and answer questions at this time. It worked well to have the specific time dedicated to the posters. Although posters were on view both days of the conference, it might be nice to offer a poster presentation time, with the presenters, on both Thursday and Friday for those who are able to attend the conference on only one day.

Book Sales and Author Signings Report, by Anna Zanarini

There were 5 signings at the conference. We worked with Danyel Lund from Barnes and Noble to order the books and Barbara Harrison was the coordinator of the book sales at the conference. Rosemary Harris and the LDS author panel (3 authors) signed on Thursday, May 13. There were two teen author panels (4 authors on each) on Friday, May 14. Author James Dashner had a family emergency and was unable to attend. He might have drawn a large crowd, but, without him, there was never a rush for the booksellers or the authors. Barnes and Noble was pleased with sales. The authors were also pleased with the signing.

The authors were never overwhelmed but they were kept busy. Lunch speaker Taki Telonidas was responsible for selling his own Red Rock Rondo DVDs, which attracted the largest number of people to the signing area. The setup of the “bookstore” to the side of the signing area worked well. It might be nice to have the booksellers have a different process for accepting credit cards and a cash register for providing receipts. B&N called the credit card numbers into the store and it just made the process longer than if they had a credit card machine on site and they were hand-writing receipts for those who needed them. The signings were at a good location in the back of the exhibit hall – drawing people in past the exhibits.

Virtual Conference Report, by Dale Larsen

Summary

For the ULA conference this year, we planned to serve folks who were unable to attend with a live audio/video feed over the internet utilizing the Wimba online service. In collaboration with Tim Rowley (Utah Valley University) and with major help from the University of Utah’s Technology Assisted Curriculum Center (TACC) I attempted to make this happen.

I initially worked with TACC and was able to borrow quite an array of equipment; an experiment for them since they typically only support on-campus projects. I also organized equipment from several other places in the Marriott Library. For posterity, here’s the list:

From University of Utah TACC

- Mac Laptop
- Small Video Camera (I supplied a tripod)
- Wireless Audio Microphones (we did not end up using these)
- And a host of wires and converters that ran between them all

From University of Utah Marriott Library Building Management

- Extension Cord (we did not end up needing this)
- Power Strip

From University of Utah Staff Computing Support

- Internet “switch” (we were not able to use these, but it would have been helpful)
- Ethernet cables (we were not able to use these, but it would have been helpful)

On three different occasions in the Marriott Library, I made a complete set up and tested the system (equipment above combined with a University of Utah issued Wimba account) and was completely satisfied with the results. Upon arrival at the conference one day early, I worked with the conference center’s technical staff and did a dry run. This also worked satisfactorily, much to my relief. The biggest relief was the audio. I did not want to attempt to manage the wireless microphones and the conference center staff found a way to patch me directly into the auditorium’s audio system.

The following day, I set up as before and got everything put into place and logged in and so forth. At the very beginning of the first session I clicked on the “archive session” button and the computer (a Mac) crashed hard. After 10 minutes of resetting and restarting I made a second attempt with similar results. For the rest of the day I worked with a variety of people, including calls back to the TACC for support on persistent problems with the computer and Wimba. The largest problems would be Wimba randomly logging out, dropping me as the “host” or crashing/freezing up the browser on a regular basis. We

attempted to use a different laptop (a PC provided by UVU), but with different but equally frustrating results. I attempted to move from wireless to Ethernet, but the MAC laptop I was issued did not allow this due to administrative set up and the administrator was not available. The importation of PowerPoint Slides worked very well until we were broadcasting from the conference center, at this point you simply could not advance to another slide unless you reloaded the entire PowerPoint and then picked another slide.

For the last day of the conference, I made a decision to trim away some of the virtual conference features in hopes that we could find more stability. In the end, I omitted video and archiving and then we only crashed every 20 minutes or so while just supporting the audio (PowerPoint slides still did not work properly). Even then, the audio quality was so bad that there were persistent requests via the Wimba chat feature to make it better. When nothing could be done, several virtual conference goers thanked me for the effort and logged out.

At our peak we had five virtual conference attendees who stayed for an entire session. Most had one or none. For our first experimental year, this was fine and we received adequate feedback from in-conference chat and e-mail to see what the problems were.

Recommendations for future virtual conferences

- Have a staff of at least two for running the virtual conference; one person to run it and the other in reserve, getting tech help, running an alternate computer that could be switched over on short notice, etc.
- Get a dedicated set-up (computers, camera, audio) that belongs to the group running/manning the virtual conference (not just supporting). I borrowed equipment from several different groups. Some of the equipment didn't play well with others, and I didn't have permission to things on the issued computer that may have helped. I suggest that an IT-related group would be the best pick since they would have access to all the resources I organized.
- Run some sessions exclusively as a "virtual conference". Some speakers' presentations simply didn't work well for an online audience because they relied heavily on gestural (not easily seen when video was working), browsed websites (again, very difficult to see), etc.
- Guarantee a very high-speed internet connection (T1 or faster) that is exclusively dedicated to the virtual conference. I shared internet in every session with the speakers and/or audience members and I feel that it may have contributed to some problems. Streaming audio and video and an archive requires quite a connection. The conference center was described as "spotty" by one of the UVU technicians—and that was the Ethernet.
- Videotape and YouTube would make an incredibly simple virtual conference that would only suffer a delay of a day or so.

Final Thoughts

The virtual conference needs more than one person running the show, and it needs a very dedicated internet connection (Ethernet) that is very high speed (T1 and/or better). I'd be willing to give Wimba a second chance under these conditions, but I also think that ULA could look elsewhere for similar services should they choose to undertake this again.

Awards Report, by Michael Whitchurch

Members of the 2010 awards committee included Michael Whitchurch (chair), Dorothy Horan, Lesli Baker, Lauren Swift, and Vicky Turner.

We received eleven nominations this year: Librarian of the Year—3, Distinguished Service Award—4, Special Services to Libraries Award—2, Special Recognition Award—2, Legislative Award—1. The total is twelve because one of the nominations was submitted for two awards.

After the nomination deadline, each member of the committee received digital copies of the nominations for review. After being given a week to review we held a phone conference meeting where we discussed each award and the nominations. The meeting lasted approximately 50 minutes, by which time we had made the decisions.

The winners this year were as follows:

- Librarian of the Year—Kim Fong
- Distinguished Service Award—Janet Low
- Special Service to Libraries Award—Dr. Kathleen Digre
- Special Recognition Award—Kayla Willey
- Legislative Award for Excellence in Political Affairs and Library Advocacy—Dr. Sharyl Smith

Award Recipients received the following: \$50 gift card from Barnes & Noble, etched glass plaque (purchased at Mullett-Hoover, <http://mulletthoover.com>), and a framed certificate signed by the ULA President and the Awards Chair (the frames were graciously provided by Donna Jones Morris at the Utah State Library). In addition, a second unframed copy of the certificate was provided to the recipients.

Despite increasing the publicity of the awards, we still received fewer nominations this year than last. I suspect that it is partly due to the similar wording of the award descriptions. This coming year we will be rewriting the awards to make them more unique, hopefully eliminating the potential of using the same nomination for two awards, as happened this year. In addition, we will be working with Anna Neatrou to create an online submission form for nominations. This will simplify and streamline the process of submitting and selecting award winners.

Printed Programs Report, by Debbie Short

As the Print Program Chair previously, I had access and history with the templates, and layout of the program. The addition to this process was the decision to have a complete version of the program sessions made available on the web and an abbreviated version in the actual print program. This meant that two separate programs were produced and additional time was needed to produce it.

Gathering the information compiled at the program development team meetings (in November and December 2009) was the basis for the beginning of the program. Keeping it up-to-date, as changes occurred, was a continuing challenge. Even though the program submissions were to have an exact contact person, this wasn't actually the case, because programs were often submitted without having all of the details, or someone wasn't aware of the additional information that needed to be submitted i.e. pics and bios. As it was, the program was being revised up until the day of printing and a few revisions were missed or abruptly put in at the last minute because of miscommunications.

A suggestion that may become beneficial is that the program publications be out-sourced. Between the time and the specific skills that are required to do the print program, there are limited numbers of individuals that are willing to volunteer. I do know of a few, but like me, they too will burn out.

- Programs printed for the 2009 Annual Conference – 400
- Cost for the programs - \$1287 at Alpha Graphics, Provo
- Time for printing (at actual printing vendor) – 5 days
- Time used for preparation of program – @ 120 days

Registration Report, by Debbie Ehrman

Prior to conference:

Pia Jones, ICM Events, coordinated online registration through RegOnline. She tracked registrations, special meal requests, and hotel accommodations. Pia printed the registration badges, ordered plastic badge holders, ribbons and lanyards. During the conference, Pia added the in-person registrations to RegOnline from the paper forms filled out at the registration desk.

On-site at the conference registration desk:

Printer and computer were set-up by Tim Rowley (AV coordinator). These were used to answer questions about individual registrants and to print off missing badges or on-site registrant badges. Pia Jones provided the printer and UVU provided the computer. ULA may want to consider purchasing a compact laser printer for future conferences.

Twenty-five volunteers signed up to assist with registration. Debbie Ehrman sent out an e-mail to the ULA list requesting volunteers and also received names from Pia Jones via conference registration. 98% of the volunteers completed their assigned shift(s). Print instructions about registration duties and a roster of volunteers were available at the desk. Quick, on-site training was provided by Debbie Ehrman or volunteers who worked multiple shifts. Assistance was also provided to hospitality volunteers. Confirmation/reminder e-mails were sent out to the volunteers 1 week prior to the conference and thank you e-mails were sent out following the conference.

Registration bags were assembled Tuesday, May 11 at the conference center. Conference committee members volunteered for this task. 400 bags were stuffed. Approximately 290 paid registrants were in attendance and 42 vendors. Leftover EBSCO conference bags were distributed to interested attendees.

Conference Registration Duties:

- Coordinate with Pia Jones information needed for RegOnline.
- Coordinate ribbon order, lanyards, plastic badge holder order with Pia Jones.
- Recruit, schedule and coordinate volunteers.
- Print badges (coordinate with Pia); add badges to badge holders, alphabetize badges for regular conference attendees, speakers and exhibitors.
- Organize badges in foam badge holders at registration desk. Signs needed to direct attendees (i.e. A-E, etc.; speakers, exhibitors).
- Provide volunteer orientation and assistance on-site.
- Assemble registration bags to include conference program, handouts, note pads, and conference lanyards.
- Attend conference committee meetings and assist other members as needed

- Bring all of the above items plus previous years registration boxes to conference and pass items to incoming registration chair after the conference.
- Handle all problems and changes associated with registration during the conference / assist protocol committee as needed.
- Work closely with Pia Jones and conference Chair to coordinate activities.

Event Planner and Exhibits Report (includes AV), by Pia Jones

Conference Facts

Item	Count	Notes
Total Pre-Conference Attendees for all sessions	84	A breakdown follows
Thursday Attendees	287	
Friday Attendees	280	
Exhibitor Personnel	42	

Contracted Hotels		Hilton Garden Inn
Pickup #	127	49 on the peak night (5/12)
Pickup Percentage	88%	80% required contractually

Registration

RegOnline was used for advance and onsite registration services. Attendees could register by credit card and check payment. A snapshot of registration is below:

Registration Items	Total
ULA Member: Full conference	225
\$160.00 (Standard)	17
\$135.00 (Early)	206
\$160.00 (Late)	2
Non-ULA Member: Full conf	12
\$175.00 (Standard)	7
\$150.00 (Early)	5
\$175.00 (Late)	0
Student: Full Conference - \$80.00	18
Full Conference Complimentary Registrations	13
One conference day (Thurs) - \$85.00	20
Thursday comp registrations	8
One conference day (Fri) - \$85.00	13
Friday comp registrations	8
Total vendor personnel	42

Total Full Conference Participants	268
Total Thursday Participants	296
Total Friday Participants	289

Pre-Conference Information is below:

Pre-Conference	Included	Paid/Pre-Conf Only	Total Attendance
Pre-conf. #1 Camila Alire	22	0	22
Pre-conf #2 How to write...	17	1	18
Pre-conf #3 Mary Bushing	32	1	33
Total AM participants:			73

Pre-conf. #4 Nancy Dowd	30	1	31
Pre-conf #5 What's New...	27	1	28
Pre-conf #6 Pam Smith	24	1	25
Total PM participants:			84

Complimentary registrations:

Full Conference Comp	Thursday Only Comp	Friday Only Comp
Dr. Camila Alire	Rosemary Harris	Bobbie Pyron
Mary Bushing	Annette Lyon	Emily Wing Smith
Pam Smith	Heather Moore	Bree Despain
Nancy Dowd	K.C. Grant	Sydney Salter
Pamela Klein	Jill Baird	Lisa Mangum
Jenny Lynn Semenza	Brenda Jensen	James Dashner
Regina Koury	Amy Carr	Lee Modesitit
Cheryl Sebold	Chantel Gunther	Philip E. Jones
Justine Shaffner		
Laura Hunter		
3 UVU Staff		

RegOnline worked well and did a great job of capturing needed data. The mechanism to do email blasts was very useful and is a good tool to provide information to various groups of conference attendees.

Check payments were received by Steve Pfeiffer. This year 9% of the attendees paid by check. This is down from 13% last year. A few outstanding registration amounts still show on RegOnline at this point. A report of these items has been sent to Steve Pfeiffer.

We had a bit of confusion this year with offering guests of attendees the option to come to the lunches. No one took advantage of these. Some attendees accidentally 'registered' for lunch for themselves. Next year we will need to make this a little more clear.

Exhibits

Exhibits were held in Exhibit Hall A of the Conference Center. The Internet area was housed in the exhibit hall in addition to the refreshment breaks.

Description	#	Notes
Total Paid Exhibits	39	
Complementary spaces	4	MPLA, ULAC, ULA and ULA Executive Director
Exhibit Revenue	\$19,250	

There were a total of 35 10x10 paid booth spaces and four complimentary spaces given. Advertising space was sold in the print program totaling \$675.00 up from last year's \$510.

Exhibitor Sponsorships

SirsiDynix sponsored the President's Reception. EBSCO sponsored canvas bags which were provided to all attendees. Emerald sponsored lanyards for name tags. One non-exhibiting vendor provided literature for bags and paid \$150. The final exhibits list is included as an appendix.

It is our recommendation that the exhibits close at noon on the final day. The exhibit hall was empty from noon on and many exhibitors packed and left early. Because the meal functions will be held in the exhibit hall in Layton in 2011, we will need to make the 'dismantle' time beginning at 1:00 pm or whatever time the lunch program is complete so that there is not noise in the hall.

Audio-Visual/Telecommunications

Each meeting room was equipped with a standard AV set of projector and screen, internet line, microphones, etc. The microphones, screens, AV carts and internet connections were provided by the conference facility. Data projectors were provided by Tim Rowley (Utah Valley University) and his group.

As with last year, Tim and his team did an outstanding job of keeping the rooms ready for presenters and insuring minimal glitches.

Mike Freeman has made a verbal commitment that UVU will sponsor the AV going forward. We can look forward to their help in Layton in 2011. The Davis Conference Center assesses a fee for groups using their own audio visual. This fee is 10% of what the AV revenue would have been for the facility. We will work with the center to determine that number prior to formalizing a projected budget for 2011.

Catering

The catering at the Dixie Center was very good and we heard several compliments from attendees. Buffets were served for both lunches. The group had 9 vegetarians this year. The center worked to make sure that they had appropriate offerings for them.

We may want to explore expanding coffee service to begin earlier on the main days and eliminating the final afternoon refreshment break on Friday. The attendance for that break was much less and with the exhibits possibly closing early and longer sessions on Friday afternoon, it makes sense to put that money toward more morning coffee.

Hotel Performance

Sleeping rooms were contracted at the Hilton Garden Inn in St. George. Historical information gained from past venues was used to determine a conservative room block. The group picked up 127 room nights which was 88% of the block. The contractual commitment was 80%. The hotel provided shuttle service and had room service and breakfast available daily. The proximity of the hotel to the center makes this a must-use hotel when in St. George.

Budget/Final Conference Costs

Final budget information has been provided to Ruby Cheesman, Greg Hatch and Steve Pfeiffer. There are a few line items that I still need final numbers on, but the bottom line is a good one. *The conference was self-sustaining and profitable.* This is no small feat in the St. George year when vendors are fewer, attendees are fewer and we have an economic down turn.

ULA 2011

At the request of Ruby Cheesman and Andy Spackman, we investigated the possibility of moving the ULA 2011 dates into May. Fortunately both the Davis Conference Center and the Hilton Garden Inn had the preferred dates still available. New contracts have been signed by Andy and returned to the facilities. The 2011 dates are May 11-13, 2011.

Recommendations

Recommendations going forward are that we tighten up the exhibit hours to eliminate time waste on the vendors' part for the last day of the conference. I also recommend that the group look carefully at the exhibits incentive program which costs ULA money and can be a source of irritation to vendors as they try to talk with those who are true prospects amidst interruptions for those only seeking to have cards stamped rather than spend productive time learning about products.

Presenters need to be educated this year on ULA's contractual requirements relative to food. The bringing of food onsite for meetings such as Rural Connection Café and others on Friday morning is contrary to the agreements with the centers which limit all food to that which is purchased from them. Presenters can still offer food during these meetings – it will just need to be purchased from the facility.

I don't know what can be done going forward when the group is in St. George relative to the Dixie Center 'smells'. This is a problem that they have had and apparently will continue to have – something to do external to the building, construction, etc. ULA will want to make sure that the center knows up front to not attempt to mask those occasional smells with toxic cover ups.

Conclusion

It was a pleasure to manage the conference again this year and we look forward to Layton next May. Please let me know if you have any questions. Thanks for allowing us to serve ULA!

Publicity Report

Barbara Hopkins led this sub-committee. She wrote individual publicity blurbs indicating specific conference programs that would be of interest to members of every ULA round table and division. These were sent to those targeted audiences using MemberClicks lists. She also wrote publicity blurbs that were sent to the entire ULA membership regarding early registration (and several reminders), volunteer opportunities, keynote speakers, the president's reception, and the *Hollywood Librarian* film screening. All email blurbs were spaced apart so as to avoid more than two emails to any given ULA member in any given week. She also submitted materials to be published in the January and April ULA

newsletters. Barbara arranged for her replacement on the 2011 conference committee: Stephanie Jewett (Salt Lake County Library). She offers these recommendations:

- Attend all conference committee meetings. This helps you get a sense of who you will need to collaborate with and which items will be most expedient for you to publish.
- Develop publicity announcements for the ULA general membership, previous and current registered attendees, specific round tables, sections, and groups. Use wording that ties in with the descriptions submitted to the program board.
- Send publicity announcements to your conference chairperson & program board chair for review before posting to the various groups mentioned. This will avoid confusion and error.
- Collaborate with other chairpersons and leaders as appropriate.
- Pay attention to conference deadlines. For example, the early bird registration deadline, the program publishing deadline.

Local Sponsorships Report, by Pam Martin

Began contacting local sponsors in February 2010. First request for sponsorships was made by email and followed by phone calls about a week later. While many institutions are experiencing financial cuts, ULA was still able to garner \$4000 from local sponsors. Invoice information was sent to the ULA Treasurer, Steve Pfeiffer, shortly before the conference.

Local Sponsors for ULA Conference 2010:

Institution	Amount	Sponsorship	Invoice to:
BYU	\$1000	Thursday Morning Refreshment Break	H. Julene Butler University Librarian 2060 Lee Library Brigham Young University Provo, UT 84602
Friends of the Weber State University Stewart Library	\$500	Refreshment Break	Joan Hubbard University Librarian Weber State University Ogden, Utah 84408-2901 801.626.6403 801.626.6057 (FAX) jhubbard@weber.edu
Salt Lake City Library	\$250	LGBTQ YART (Program)	Deborah Ehrman Assistant Director for Library Experiences Salt Lake City Public Library 210 East 400 South Salt Lake City, UT 84111 801.524.8204 801-322-8194 Fax dehrman@slcpl.org
UALC	\$750	Advice from the Trenches (Program)	Ann Marie Breznay, J. Willard Marriott Library, 295 S 1500 E SLC, UT 84112-0860 annmarie.breznay@utah.edu

USU	\$500	Mary Bushing (Preconference)	Merrill-Cazier Library, c/o John Elsweiler, Jr., Assoc. Dean for Public Services, UMC 3000, Utah State University, Logan, UT 84322- 3000 John.Elsweiler@usu.edu
U of U	\$1000	Camilla Alire (Keynote)	Ann Marie Breznay, J. Willard Marriott Library, 295 S 1500 E SLC, UT 84112- 0860 annmarie.breznay@utah.edu

TOTAL Sponsorships: \$4,000

Grants Report

Dorothy Horan, once again, headed up the effort to write proposals for UPLIFT Organizational Resource Grants, administered by the Utah State Library. The funds supported four presenters and six programs this year: Camila Alire, Mary Bushing, Pam Sandlian Smith, Rosemary Harris. Dorothy noted that grants were more likely to be funded if the speakers/programs had additional funding from other sources. The grant proposal was due in early February. She asked for and ULA received \$3000 in grant funds. Each program that received funding required attendees to fill out a short survey. In addition, a head count needed to be reported on the final grant report.

Exhibit Incentives Report, by Marcia Cheney

This year the exhibit incentives program was a passport that needed to be stamped by the vendors. The passports included twelve spaces for stamping and an explanation that each person could complete up to three passports, receiving a prize for each one completed. Prizes included donations from the vendors; such as books, playaways, bags, and snacks from ULA. The snacks included a variety of cookies, fruit chews, and a snack mix. Each snack we gave out had a paper band around it stating that it was a prize donated by ULA. When a passport was turned in, the person immediately drew a slip of paper that had either a number on it, corresponding to a prize, or "candy," that was one of the snack items. We had about 50 items donated from the vendors and the rest were snack items. Out of 450 passports created: 205 were taken and of those 169 were turned in for a prize. The extra snacks were given to ULA to distribute at other meetings.

Hospitality Report, by Erin Davis

As hospitality chair for the 2010 ULA conference, I performed the following tasks:

- Purchased speaker gifts
- Coordinated volunteers to:
 - distribute speaker gifts and thank you letters (letters written by the ULA president)
 - introduce program sessions
 - record session attendance
 - report any technical issues to the event planner's IT team
 - help distribute handouts and/or evaluations (for Uplift grants)

Selecting gifts

As far as selecting speaker gifts, I polled the conference committee for ideas and narrowed the gift down to three options (sticking to a budget of around \$1800). I selected pedometers for this year's speaker gift, based on positive feedback from the committee.

Recruit volunteers (one month before conference)

The public relations chair (Barbara Hopkins) sent an email via the ULA listserv one month before the conference with a call for volunteers. Those interested were asked to email me with the session(s) they planned to attend and the day. When someone emailed me to volunteer, I assigned them a session or two, based on which sessions they were already attending or their indicated schedule preferences. A reminder email was sent one week before the conference along with written instructions of their duties. I created a master spreadsheet with the list of sessions and volunteers to keep track of the volunteers, which I also attached to the reminder email.

Recommendations

My recommendation for next year's conference is to eliminate the speaker gifts all together. While the presenters appreciate a small gift, it certainly isn't necessary and the money could be used to supplement other line items.

Although we didn't have a problem recruiting volunteers this year, the session sponsor should ultimately be responsible for introducing sessions (or at least recruiting their own volunteers).

Local Arrangements

Angelica Moyes made an extensive list of restaurants, local attractions, and amenities. These were published on the conference website. She also arranged for Dine-Around options for each night of the conference, as well as excursions for the Saturday after the conference. Unfortunately, these events were not well-attended. It must be presumed the "self-guided" documents she created were *too* successful.

RECOMMENDATIONS FOR 2011 AND BEYOND

Please read individual sub-committee reports above for additional recommendations by sub-committee chairs. Many of the following recommendations came as a result of conversations with the incoming conference chair, Pam Martin.

- The ULA executive board needs to establish a policy regarding complimentary registration to the conference. Issues to be considered include: invited speakers, award recipients and guests, short-term conference volunteers, and long-term conference committee volunteers.
- Hire a professional desktop publisher to create the online and print edition of the published conference program. Another, minor, suggestion: refer to the "print program" as something else (perhaps Conference Guide) to eliminate confusion with the presentation "programs."
- On a related topic, a list of scheduled programs should be made available on the conference website as soon as the online registration begins. This list can be updated, as needed, but something is better than nothing.

- The conference website coordinator needs to be an active member of the conference committee. The website needs a separate advocate who will solicit content and make changes/corrections actively rather than passively.
- There were plenty of people who expressed negative feelings about having an exhibit incentives program. Vendors, attendees, and committee members observed other attendees going from one vendor to the next simply to request a stamp for their passport. This interrupted conversations and artificially filled an already crowded venue. The fact that the venue is crowded already meets the purpose of the incentives in the first place. If vendors would like to offer prizes, they can do so on their own.
- Afternoon breaks should be beverage only, and with a wider (healthier) selection. It's too soon after a buffet lunch for additional food.
- The evening President's Reception should be retired. While it was well-attended this year, it's the first time since ULA was in St. George last. In its place, consider a continental breakfast for the award winners and other dignitaries (or the entire membership) prior to the ULA business meeting.
- Dine-arounds and excursions make sense only when non-Utahns are in abundance (i.e. MPLA co-conference). "Locals" tend to go home or explore on their own.
- Due to diminished responsibilities for two subcommittees—some absorbed by the Event Planner, Pia Jones, and some dropped completely—it now makes sense to fold the remaining responsibilities of the Local Arrangements coordinator into the Hospitality coordinator position, and eliminate the former position altogether.
- ULA should pay to provide free WiFi access throughout the conference venue. There are several costs that will not be incurred next year, if recommendations are taken. This could help off-set the additional costs.
- The \$10,000 in seed money for conference programs should become a perpetual line item in the annual budget.

CONCLUSION

I have received numerous unsolicited comments—in person at the conference, emails sent in the days following, colleagues I've run into at work and elsewhere—about the high quality of the 2010 conference. We, the conference committee, may have noted many more glitches, errors, and snafus, but those are entirely unpredictable and unavoidable. Where we excelled was having people at the ready, willing and able to assist at a moment's notice, ensuring the best possible outcome of any given situation. The comments of praise I've received from the ULA membership bears witness to the overall success of the product we spent 9 months preparing. Thank you, once again!

I'm confident that the 2011 conference will be an amazing success, above and beyond 2010, in the hands of my successor, Pam Martin.

Respectfully submitted,

Greg Hatch,
ULA 2010 Conference Chair.

UPLIFT Organization Resource Grant



Claim Form & Final Report

Name of Organization: Utah Library Association
Address: P.O. Box 708155
Sandy Utah, 84070

Name of Event: Annual Conference
Location: St. George
Dates: May 12-14, 2010

Actual Budget Spreadsheet				
Expenses	Total \$ Awarded (see grant application)	\$ Spent through the Grant	Local/Other Funds if any	Total Funds
Consultant/trainer fee		2300	500	
Consultant/trainer travel		1249	Paid through conference fees	
Materials/Supplies		200		
Room rental		1500		
Other costs (specify)		200		
Total Request	3000	*3000		

*Amount requested not to exceed total awarded

I verify that all submissions are accurate and complete

Project Director Signature

Date

Approved by

USL Grant Administrator Signature

Date

Evaluation

1. List each workshop or activity. Attach separate page(s) if needed

Workshop Title	Speaker(s)	# Attending
Keynote Address	Camila Alire	175
Frontline Advocacy	Camila Alire	25
Leading From the Middle	Mary Bushing	32
Readers' Advisory	Mary Bushing	30
Anythink: A Revolution of Rangeview Libraries	Pam Sandlian Smith	26
Luncheon	Rosemary Harris	280

2. The audience included:

<input checked="" type="checkbox"/> Librarians	<input checked="" type="checkbox"/> Library supporters when appropriate
<input checked="" type="checkbox"/> Library Administrators	<input checked="" type="checkbox"/> Trustees
<input checked="" type="checkbox"/> Library Clerks, Aides, or other library workers	<input checked="" type="checkbox"/> Other _____

3. Rate the presenters: 1 Poor 2 Fair 3 Average 4 Very good 5 Outstanding
Attach separate pages if needed

	Camila Alire	Mary Bushing
Well-prepared	5	5
Effective content	5	4
Encouraged discussion	4	4
Engaging	5	4

	Pam Sandlian Smith	Rosemary Harris
Well-prepared	4	5
Effective content	4	5
Encouraged discussion	4	NA
Engaging	5	5

4. Rate the skills or concepts learned on the above scale of 1-5. Use the workshop evaluation, discussion/ observation, and other available tools

The attendees can apply what they have learned to their job	Yes – see comments
The content will help attendees improve library services	“
Attendees will be able to serve their community's needs better	“

5. Describe the publicity that you did that credited Utah State Library as a sponsor. The sponsorship by Utah State Library was mentioned in the conference program, on signs for the specific programs and in the President's address.

6. Other comments:

Quotes from the evaluations:

Camila Alire

Turn reference interactions into advocacy opportunities

Excellent !

I will promote issues involving the library to gain public support

Excellent session. There were a number of points that I found useful and that could be applied to advocacy efforts in my workplace. The content available online is a great resource for library staff to use.

Crafting a message advocating a crucial library expansion project

Mary Bushing

Down to earth - wonderful

Do some training with staff

Really appreciated focus on human touch

Will research readers' advisory resources online

Will create genre-related lists for my library

Awareness that reader's advisory brings the community to the library

Better conflict management

Learn how employees learn

Pam Smith

Brilliant! Revolutionary!

Dump Dewey

Challenge staff to rethink our jobs!

Thanks! Inspiring!

Attachment checklist

1. Financial receipts or documentation for all reimbursements _____
2. Participant evaluation summary _____
3. Agenda / program guide _____
4. Training material/ publicity listing Utah State Library as a sponsor (EX: email/ listserv announcements, press releases, agendas, handouts) _____

Return all materials to the Utah State Library within 30 days of the event to:

Colleen Eggett, Training Coordinator
Utah State Library Division
250 North 1950 West, Suite A
Salt Lake City, Utah 84116-7901

(801)715-6776
toll-free 800-662-9150 x776
ceggett@utah.gov

ULA 2010 Conference Program Volunteers and Attendance Count

Day	Time	Room	Speaker(s)	Program Title	Volunteer(s)	Attendance
Thursday	11-12:00pm	Sunbrook A	Kathryn Pudlock Susan Hamada	Good Health Information @ Your library in Utah	Dianne Hirning	14
Thursday	11-12:00pm	Auditorium (webcast)	Brenda Jensen	Fahrenheit FLDS	Wanda Huffaker	30
Thursday	11-12:00pm	Entrada B	Justine Shaffner	The 24 Hour Library	Mary Chapman	41
Thursday	11-12:00pm	Entrada C	Jill Baird	Using Music in Children's Programming	Kira Moody	50
Thursday	11-11:25am	Sunbrook B	Elizabeth Smart	Building Digital Collections through User Feedback	Elizabeth Smart	45
Thursday	11-11:25am	Sunbrook C	Leticia Camacho Andy Spackman	Looking at Business E-books	Robin Davis	16
Thursday	11-11:25am	Entrada A	Jared Howland Rebecca Schroeder	Shelf-ready: A cost-benefit study	Gretchen Freeman	33
Thursday	11:35am-noon	Sunbrook B	Maggie Kopp	19th century periodicals	Dale Swensen	36
Thursday	11:35am-noon	Sunbrook C	Barbaraella Frazier	Finding sane answers to Mental Health	Erin Davis	25
Thursday	11:35am-noon	Entrada A	Julie Grover Becky Skeen Elizabeth Woolcott	Making "Cents" of Cataloging	Becky Skeen	35
Thursday	1:30-2:30pm	Sunbrook A	Pamela Martin	Futures	Pam Martin	60
Thursday	1:30-2:30pm	Sunbrook B	Deborah Ehrman Andy Spackman Steve Decker	The Utah Library Legislative Network Advocacy and You	Gretchen Freeman	15
Thursday	1:30-2:30pm	Sunbrook C	Mary Bushing	Readers' Advisory	Robin Davis ** pass out survey!	44
Thursday	1:30-2:30pm	Entrada A	Cheryl Walters Sandra McIntyre Jamie Weeks	Dublin Core Application Profiles	Cheryl Walters	35
Thursday	1:30-2:30pm	Entrada B	Gerrit van Dyk Allyson Mower Rebecca Schroeder Elizabeth Smart Wanda Huffaker	New Ideas Forum	Sarah Bosarge (only Gerrit & Allyson get a gift) others already got gifts.	50
Thursday	1:30-2:30pm	Auditorium (webcast)	TBD	Summer Reading Panel	Carolyn Corry	45
Thursday	2:45-3:45pm	Sunbrook A	Allyson Washburn Peter Zuber Brian Roberts	The User Studies Assessment Team	Rebekah Sykes	17
Thursday	2:45-3:45pm	Sunbrook B	Anne Diekema Rick Anderson Liz Woolcott Cheryl Walters	Resource discoverability at the crossroads	Cheryl Walters (only Anne & Rick get gifts) others already got gifts	45
Thursday	2:45-3:45pm	Sunbrook C	Carrie Rogers-Whitehead Robin Chalhoub	Managing & Understanding Teen Behavior	Carrie Rogers-Whitehead	35
Thursday	2:45-3:45pm	Entrada A	K.C. Grant Heather Moore Annette Lyon	LDS Fiction Extravaganza	Donna Cardon	48
Thursday	2:45-3:45pm	Auditorium (webcast)	Pamela Klein	What happened to the Census "long form?"	Linda Liebhardt	9

ULA 2010 Conference Program Volunteers and Attendance Count

Thursday	2:45-3:45pm	Entrada C	LuCinda Gustavson Kira Moody	Leveled Reading 101	Laura Berube	19
Thursday	2:45-3:45pm	Entrada B	Colleen Medling	Management by the Numbers	Jeff Belliston	19
Thursday	4:15-5:15pm	Sunbrook A	Heather Leary Randy Williams Patrick Dunshee Michele Elniky Kimberly Rollins	Conferences, Exhibits, Open Houses - Oh My!	Heather Leary	20
Thursday	4:15-5:15pm	Sunbrook B	Kira Moody Melinda Barlow Jordan Triptow Diane Marsh	60 in a Jiffy	Kara Pearson (Kira already got a gift)	45
Thursday	4:15-5:15pm	Sunbrook C	Quinn Galbraith Sara Smith	Tips for Supervising or Working with Younger Employees	Ross McPhail	40
Thursday	4:15-5:15pm	Entrada A	Kathleen Sullivan	Why Weed?	Robin Davis	53
Thursday	4:15-5:15pm	Entrada B	Justine Shaffner	Ever Green	Flora Shrode (speaker already got a gift)	6
Thursday	4:15-5:15pm	Entrada C	Chantel Gunther Amy Carr Sharon Robinson Anna Zanarini	Beehive Book Award Nominees 2011	Donna Cardon	18
Thursday	4:15-5:15pm	Auditorium (webcast)	Emily Stembridge	Environmental Public Health Tracking Network	John Bramble	6

Day	Time	Room oom	Speaker(s)	Program Title	Volunteer(s)	Attendance
Friday	9:00-10:00am	Entrada B	Bobbie Pyron Emily Wing Smith Bree Despain Sydney Salter-Swoon	Teen Author Panel #1	Kara Pearson	47
Friday	9:30-10:30am	Entrada C	Colleen Eggett	Rural Connection Café	Colleen Eggett	25
Friday	9:30-10:30am	Sunbrook B	Heather Leary Cheryl Walters Anne Diekema Sheri Haderlie	Tools for Using and Organizing Online Resources	Heather Leary	45
Friday	9:30-10:30am	Sunbrook C	Suzanne Darais Ross McPhail	Free Legal Websites	Dale Swensen	23
Friday	9:30-10:30am	Auditorium (webcast)	Erin Davis Adriane Juarez Ann Marie Breznay Christie Jensen	What Library School Didn't Teach You	Erin Davis	50
Friday	9:30-10:30am	Entrada A	Steve Decker	Public Libraries: Picking up where English classes leave off	Lindsay Roylance	21
Friday	11:00am-noon	Entrada A	Claire Hamasu John Bramble	Emergency & Disaster Resources for Public Libraries	John Bramble	16
Friday	11:00am-noon	Sunbrook B	Dale Larsen	Creating Digital Learning Objects on the Fly	Joseph Anderson	44
Friday	11:00am-noon	Sunbrook C	Karen Griggs	Cataloging DVDs and Other Visual Media	Connie Lamb	28
Friday	10:30-11:30am	Entrada B	Lisa Mangum James Dashner Lee Modesitt-Haze Phillip E. Jones	Teen Author Panel #2	Kara Pearson	42
Friday	11:00am-noon	Auditorium (webcast)	Colleen Eggett	Dynamite Staff Development	Tami Springer	50
Friday	11:00am-noon	Sunbrook A	Craig Neilson Steve Matthews	21st century Trusteeship	Allene Dotson	18
Friday	1:30-4:00pm	Auditorium (webcast)	Donna Jones Morris Gina Millsap Steve Matthews	21st Century Skills & Utah Libraries	Linda Jones	31
Friday	1:30-4:00pm	Sunbrook B	Jenny Lynne Semenza Regina Koury Cheryl Sebold Annie Smith	Advice from the Trenches	Ross McPhail	12
Friday	1:30-4:00pm	Sunbrook C	Rachel Wadham Suzanne Julian	From Educational Theory to Library Instruction Practice	Elizabeth Smart	50
Friday	1:30-4:00pm	Entrada A	Robert Maxwell	Introduction to RDA & RDA In-Depth	Karen Griggs	Part 1: 38 Part 2: 28
Friday	1:30-4:00pm	Sunbrook A	Rachel Goodman	Book Props	Laura Berube	27
Friday	1:30-2:40pm	Entrada B	Carrie Rogers-Whitehead Jude McNeil	One in Ten: Working with LGBTQ Youth	Carrie Rogers-Whitehead	14
Friday	2:50-4:00pm	Entrada B	Gail McCulloch Kay Robinson Michael Nordenstrom	Diversity: Serving your LGBTQ Community	Allene Dotson	14



ULA 2010

Brief Exhibitor List

Exhibitor	Booth	Website	Sponsorship
Altarama Information Systems	401	www.altarama.com	
Architectural Nexus	201	www.archnexus.com	
Backstage Library Works	209	www.bslw.com	
Baker & Taylor/YBP Library Services	205	www.btol.com	
BCR	409	www.bcr.org	
Blackstone Audio, Inc.	309	www.blackstoneaudio.com	
Bound to Stay Bound Books, Inc.	202	www.btsb.com	
Brodart Company	102	www.brodart.com	
BWI	305	www.bwibooks.com	
EBSCO	206	www.ebsco.com	Conference Bags
Emporia State Univ.	210	www.slim.emporia.edu	
Family Search	208	www.familysearch.org	
Gale	103	www.gale.com	
General Communications	405	www.gencomminc.com	
H.W. Wilson Company	106	www.hwwilson.com	
Hasco, Inc.	307	www.hascoincorporated.com	
High Ridge Media Association	108	www.rourkepublishing.com	
Ingram Library Services	310	www.ingramlibrary.com	
Innovative Interfaces Inc	203	www.iii.com	
Mackin Library Media	104	www.mackin.com	
Marshall Cavendish & Heinemann Raintr	407		
MPLA	406	www.mpla.us	
NN/LM MidContinental Region	109	www.nnlm.gov/mcr	
OCLC	107	www.oclc.org	
Playaway	302	www.playaway.com	

Exhibitor	Booth	Website	Sponsorship
Polaris Library Systems	301	www.polarislibrary.com	
Quality Books Inc.	110	www.qbibooks.com	
Recorded Books	204	www.recordedbooks.com	
Roaring Development	303	www.simplifiedl.com	
SirsiDynix	105	www.sirsidynix.com	President's Reception
Spacesaver Intermountain, LLC	101	www.spacesaver.com	
Tech Logic	308	www.tech-logic.com	
The Book House, Inc.	403	www.thebookhouse.com	
TLC	306	www.tlcdelivers.com	
UALC	408		
UHEAA	207	uheaa.org	
ULA	404	www.ula.org	
ULA Executive Director, Anna Neatroun	402		
University of North Texas	304	www.coi.unt.edu	

ULA 2010 Proposed Budget

Estimated Revenue					
<i>updated:</i>	<i>6/4/2010</i>				
Category	Subcategory	Amt.	Qty.	Total	Notes
Registration	PreConference Registrations (WED)	25.00	5	125.00	Reflects paid preconfs only for those not attending full conference.
Member	Early Reg. Member	135.00	206	27,810.00	
Member	Regular Registration Member	160.00	19	3,040.00	
NonMember	Early Reg. Non-member	150.00	5	750.00	
NonMember	Regular Reg. Non-Member	175.00	7	1,225.00	
Student	Student Full Conference	80.00	18	1,440.00	
Student	One day Student (all types)	0.00	0	0.00	
Student	One day Student/Thursday	55.00	0	0.00	
Student	One day Student/Friday	55.00	0	0.00	
One Day	One-day Registrations (all types)	0.00	0	0.00	
One Day	One-day Registration/Thursday	85.00	20	1,700.00	
One Day	One-day Registration/Friday	85.00	13	1105	
Exhibits	Exhibit rental	550.00	35	19,250.00	
Exhibits	Exhibitor sponsorships			0.00	<i>Includes reception, breaks, etc. This includes the lanyards and pres. Reception.3250. Shown in total below.***</i>
Program	Advertising			675.00	
Program	Sponsorships & Grants			10,250.00	
Literature	Paid literature or items in bags	150.00	1	150	
Donations	Total donations	265.00	1	265	
Seed Money	Money from 2009 proceeds for speakers	10000.00	1	10000	
	Revenue:	3000.00		77,785.00	
Expenses					
Catering	President's reception	4500.00	1	0.00	included above.
Center	Water for meeting rooms	0.00	1	0.00	Included in catering total above.
Decorator	Sign Design	536.25	1	536.25	
Decorator	Alexanders's signs/production	745.97	1	745.97	
Decorator	Rainbow Signs/large meter board	400.00	1	174.51	
Dixie Center	Aisle carpet	0.00	1	0.00	Included in center fees.
Dixie Center	THUR and FRI Lunches & breaks	25,000.00	1	22,176.42	
Dixie Center	Decorator services	0.00	1	0.00	Included in center fees.
Dixie Center	Audio Visual	1,905.00	1	1,905.00	Includes misc. av needed from center .
Dixie Center	Internet charges	1,000.00	1	1,000.00	
Dixie Center	Conv. Services gratuities	250.00	1	250.00	
Dixie Center	Package handling	0.00	1	0.00	
Dixie Center	Space rental	10,700.00	1	10,765.00	Includes carpet rental and final space use.
Dixie Center	Event Coordinator and Labor	500.00	1	500.00	
ICM	Event Planning			5,000.00	
ICM	Travel and onsite expense	2,136.00	1	2,136.00	for 3 ICM staff total.
Insurance	Liability	206.00	1	206.00	
Keynote	Speaker fees/honoraria/travel			12,522.00	
Party	Entertainment for reception	400.00	1	400.00	
PC Nametag	Registration supplies	1,098.09	1	1,098.09	<i>Includes lanyards below and 71.13 for cartridges by ICM</i>
PC Nametag	Lanyard purchase	750.00	1	0.00	
Presenters	Gifts	1,200.00	1	1,200.00	
Prizes	Exhibits Incentives	150.00	1	150.00	
Program	Printing	1231.00	1	1,231.00	
Program	Program design	1,100.00	1	0.00	
Program	Virtual Conference	1,000.00	1	1,000.00	
RegOnline	Registration services	3.50	290	1,165.00	3/registrant plus \$150 setup charge.
RegOnline	Credit card fees	1,800.00	1	1,800.00	
Web site	Design/maintenance	600.00	1	600.00	
	Total expenses:			66,561.24	
	Net Profit or Loss			\$11,223.76	

ULA 2010 Proposed Budget

Speaker (ULA events): travel dates	Primary ULA Contact	Expenses	Fee / Honorarium	Flight/Travel estimated	Days/ Nights	Hotel @ \$136/night	\$46 per diem (minus lunch)	Lunch @ \$25 per day	Sponsorship / Grant Amount	Sponsor / Grantor	Sponsor Contact
Camila Alire (Pre-conf & Keynote): May 11-13	Ruby Cheesman	2,166.00	1,500.00	300.00	2	272.00	67.00	25.00	1,000.00	Marriott Library, UofU	Pam Martin
Camila Alire, continued									900.00	Utah State Library	Dorothy Horan
Mary Bushing (Pre-conf & Program): May 11-14	Sarah Bosarge	1,849.00	800.00	500.00	3	408.00	88.00	50.00	500.00	Merrill-Cazier Library, USU	Pam Martin
Mary Bushing, continued									1,200.00	Utah State Library	Dorothy Horan
Pam Smith (Pre-conf): May 11-13	Sarah Bosarge	1,166.00	500.00	300.00	2	272.00	67.00	25.00	700.00	Utah State Library	Dorothy Horan
Nancy Dowd (Pre-conf): May 11-13	Sarah Bosarge	766.00	0.00	400.00	2	272.00	67.00	25.00			
Rosemary Harris (Lunch): May 12-13	Ruby Cheesman	1,733.00	1,000.00	550.00	1	136.00	21.00	25.00	200.00	Utah State Library	Dorothy Horan
8 YART Teen Authors: Bobbie Pyron, Emily Wing Smith, Bree Despain, Sydney Salter, Lisa Mangum, James Dashner, Lee Modesitt, Phillip Jones	Sarah Bosarge	800.00	800.00	n/a		0.00	0.00	0.00			
3 LDS Fiction Authors: Heather Moore, KC Grant, Annette Lyon	Ruby Cheesman	849.00	300.00	n/a	3	408.00	138.00	0.00			
3 Idaho State Librarians (Advice from the Trenches):	Sarah Bosarge	486.00	n/a	n/a	3	408.00	0.00	75.00	750.00	UALC	Pam Martin
Jill Baird (Using Music...):	Sarah Bosarge /	408.00	225.00	n/a	1	136.00	46.00	0.00			
Brenda Jensen (Fahrenheit FLDS):	Sarah Bosarge / IFC	483.00	300.00	n/a	1	136.00	21.00	25.00			
Jude McNeil (1-in-10, LGBTQ):	Sarah Bosarge / YART	433.00	250.00	n/a	1	136.00	21.00	25.00			
Taki Telonidis		883.00	500.00	225.00	1	136.00	21.00	0.00			
Events-Programs for Sponsorships											
Book Props	Sarah Bosarge / CSRT	500.00	n/a	n/a		n/a					
President's Reception (\$2500)									2,500.00	Sirsi-Dynix	Pia Jones
Badge Lanyards (\$750)									750.00	Emerald Insight	Pia Jones
Conference Bags (in-kind)									in-kind	EBSCO Info Systems	Pia Jones
LGBTQ programs									250.00	Salt Lake City Public Library	Pam Martin
Luncheon: Thu (\$750)											
Luncheon: Fri (\$750)											
Refreshment Break: Thu, AM (\$1000)									1,000.00	Harold B. Lee Library, BYU	Pam Martin
Refreshment Break: Thu, PM (\$1500)											
Refreshment Break: Fri, AM (\$1000)									500.00	Friends of the Stewart Library (Weber State U)	Pam Martin
Refreshment Break: Fri, PM (\$1500)											
Lit. in Conference Bag (\$150/ea)											
	Grand Total Expenses	12,522.00									
	Grand Total Sponsorships	10,250.00									
	Conference budget expens	2,272.00									