

**American Library Association – New Members Round Table
Executive Board Meeting II at Midwinter 2003
January 27, 2003, 11:30 a.m.
Four Seasons Hotel
Philadelphia, PA**

In Attendance:

Sally Gibson
Shannon Tennant
Bill Jenkins
Beth Kraemer
Dora Ho
Joseph Yue
Bill Armstrong
Laurel Bliss
Kim Sanders
Debra Andreadis (Web Committee)
Cathy Miesse (from LAMA)
Charles Uth (observer)
Valrie Davis
Denise Kwan (parliamentarian)

I. Call To Order

The meeting was called to order by Joseph Yue at 11:35pm, followed by a brief self-introduction by everyone in attendance.

II. Reports

2002-2003 Budget Update (Bill Jenkins)

According to Bill Jenkins, we're doing all right budget-wise. We're about 20% ahead on dues so far. Also, the Social only lost \$175 at MW this year.

III. New Business

a) 2002-2003 Vendor Support

i) Booth (literature rack)

Discussion:

Do we want to keep renting, or buy outright? Renting is on the expensive side. Beth Kraemer emphasized that Booth is a good way to contact people. We can always store a rack with ALA through Kim Sanders. This would represent an important one-time expense. Shannon Tennant was also in favor of a one-time expense.

Joseph Yue said we'll postpone discussion until Nadine Flores can write up a formal proposal.

ii) Booth (bags)

Discussion:

Can we or do we need to ask for more bags from EBSCO? If so, how many? Kim Sanders stated that there are always some left over from the conference. Joseph Yue added that we use up what we have first, then give Kim whatever's left at the end of the conference.

iii) Booth (giveaways such as pens)

Discussion:

Booth members have been traditionally providing their own candy. Beth Kraemer mentioned that she'd prefer to give out pens from vendors as opposed to buying NMRT pens.

b) Student Reception Funding

Discussion:

This traditionally comes from Highsmith, who has provided food. Highsmith is not able to fund us this year, but the reason for this has nothing to do with anything that NMRT has done wrong. Highsmith is simply not in a position to fund something like that this year.

Beth Kraemer said that it cost about \$1500 for food and drinks last year. Shannon Tennant stated that the \$1000 spent during her year was not adequate.

A motion was made that we find the money to continue to be able to offer food. The money could be taken out of the Net Asset Balance. (We did not have to take out as much this year as we thought we would have to.) Kraemer asserted that our Net Asset Balance is doing fine.

Motion: A formal motion was made that we allocate no more than \$1500 to be drawn from the Net Asset Balance to cover the expenses for the Student Reception at Annual 2003. Motion seconded by Shannon Tennant.

Vote: Motion carried.

c) Exit Survey (Dora Ho, Joseph Yue)

Discussion:

At the last meeting, the Board wanted to see the survey one more time. Joseph Yue suggested it just be sent to us for us to look at; then if no problems, we could implement. Would save another Board meeting.

d) Membership study proposal (Joseph Yue)

Discussion on this item was postponed.

e) 2002-2005 financial planning

i) Budget Discussion

Shirley Olofson Award:

- 1) Endowment funds are earning interest at 5% rate.
- 2) Joseph Yue stated that the children of Shirley Olofson were interested in possibly donating more money to the fund.

Membership:

Kim Sanders stated that 13 have more than 10 years in NMRT. Alumni represent a continued area of support. Tracking alumni members vs. new members would require a computer programming change and a one-time charge for this. Mention was made of creating a separate category for new members who are beyond 10 years.

Bill Jenkins mentioned the possibility of raising dues as a means of increasing income. Shannon Tennant expressed a negative view towards this option. Jenkins offered an option of creating a separate student rate lower than current membership dues, and a new regular rate which would be higher. Joseph Yue raised the possibility of having alumni members “sponsor” or “adopt” a student member.

On other financial concerns, Jenkins mentioned that Booth is still at \$300 for conference equipment (Booth is only at Annual). Yue mentioned also that Booth would like to purchase an easel for use with the 3M award. This would save on annual costs.

ii) Vendor Support Plan: (Bill Jenkins)

The Resume Review Comfort Station still needs vendor support.

Discussion:

Are there projects for which we need vendor support each year that would give vendors some kind of publicity? Bill Jenkins mentioned the MW Social.

Friendly Booth Award (Beth Kraemer – full-text of her report can be read in Supporting Documents)

Beth Kraemer gave a report to the Board on a meeting held the day before with the Exhibitors Round Table (ERT) concerning NMRT's Friendly Booth Award.

This award seems to be less than effective now, and the exhibit floor is huge, making proper judging difficult, if not impossible. ERT was having concerns about some of the winning booths –

why were they winning? Also, the photographs were judged to be too expensive. Questions and uncertainty last year as to who pays for these added to the confusion.

Result of the meeting was that ERT will hold off on having the award this year. NMRT still wants to continue to work with ERT, however, as it is important to work with the exhibitors. ERT felt that perhaps the awards have already served their purpose. NMRT will continue to explore opportunities to work with ERT in the future. The nature of our relationship with them will change, but it is still good.

IV. Adjournment:

Motion: Bill Armstrong moved that we adjourn; Beth Kraemer seconded.

Vote: Motion carried, meeting adjourned at 12:55pm.

Respectfully submitted,

William W. Armstrong
NMRT Secretary

Supporting Documents

Report to NMRT Executive Board at Midwinter 2003 NMRT/ERT Meeting re: Friendly Booth Award January 26, 2003

In attendance were Beth Kraemer, NMRT VP; Kathy Young (Gale Group), ERT Past-President; John Ison (DEMCO), ERT President, and Patrick Murphy, ALA Exhibits Manager.

Exhibitors Round Table (ERT) has had some concerns with the Friendly Booth Award in the past, and last year's confusion about who would pay for the photography merely brought their concerns to a head. The ERT concerns include: 1) they are not clear on NMRT criteria for the award, because they have visited winners in the past and found those booths to not be satisfactory, 2) the exhibit floor is so huge that the logistics seem overwhelming, and 3) award doesn't seem as useful as it once was...if the award is to continue then we might need to consider expanding our criteria beyond just "friendliness" to "overall effectiveness."

The ultimate decision we came to in the meeting was to suspend the Friendly Booth Award for this year, and to likely do away with it completely (with NMRT Board approval, of course). This is nothing personal on the part of ERT, and does not ultimately relate to our work on the award in the past; ERT sponsors another award, the Kohlstedt Award, which they are suspending as well for similar reasons.

The NMRT leadership wants to look into exploring other ways of continuing the relationship between ERT and NMRT, the first of which will be to invite an ERT representative to speak at every NMRT Orientation about how to "work" the Exhibit floor at Conference. We also discussed creating a tip sheet for the NMRT website that would cover this topic.

As for the possibility of restarting the Award in 2005, Beth Kraemer agrees with Kathy Young and John Ison who feel that the Friendly Booth Award may have outlived its usefulness. The award was initiated because a young-looking library employee with lots of money to spend was ignored by vendors at Conference in the 1960s; however, the face of librarianship is changing to a much younger look (for whatever reasons), and vendors aren't likely to ignore anyone on the Exhibit floor these days.

Beth Kraemer will work with NMRT Treasurer Bill Jenkins and the Exhibitor Contact and Relations Committee (ECRC) to come up with ways to continue NMRT's relationship with ERT.

Submitted by
Beth Kraemer