

**Michigan Chapter SLA
75th Anniversary Committee Meeting
May 7, 2003 summary notes**

Next meeting: Wed. June 4th, 6 pm, at UM-Dearborn
Dinner: chip in for pizza and salad again

Attendance: Chris Bloodworth, Judy Field, James Hanks, Kathy Irwin, Joan Martin, Teresa McGovern, Laura Nielsen, Alice Pepper, Barry Puckett, Caroline Richardson, Joanne Scharich, Joel Scheuher, Linda Skolarus, Carol Tower

Updated Sub Committees List

*** chair**

The Event

*Paulette Groen
Kathy Irwin
Linda Skolarus
Carol Tower

Sponsorship

*Barry Puckett
*Joel Scheuher
Judy Field
Joanne Scharich

Publicity/PR

*Alice Pepper
Joan Martin
Christopher Bloodworth
Caroline Richardson

Publications

*Nancy Yee
Teresa McGovern
Laura Nielsen

Archives

*James Hanks

Welcome new members: Laura Nielsen and Joel Scheuher

Committee Reports

1. The Event committee sent letter to Laura Bush requesting that she speak at the afternoon event, as well as letters to Spencer Abraham and Rep Knollenberg to request their support in this effort. We have not received a response.

The SLA form was submitted to request Association Leadership to attend our anniversary events, and speak at the evening meeting. We will coordinate the visit with the library schools.

2. The Archives and Publications committee will meet on Saturday, May 31st to go through the chapter archives at DPL. Time to be announced. All are welcome to participate.

Discussion

1. **Great Lakes Conference, Thursday, Sept. 18, afternoon break**

Anniversary kick off celebration, joint meeting with Western Michigan Chapter

Sheet cake, serves 80, \$135 each, order 2

Coffee and tea (average 8 gallons), \$32 per gallon

Water station, plates, cups, utensils, tablecloths/skirts, complimentary

Total \$526 plus 26% (tax and tip) = \$662.76

Western Michigan chapter contributing \$100

Michigan chapter contributing \$300

Sponsor (TBD) contributing \$300

Would be great if a Michigan vendor could sponsor:

Gale, Omnigraphics, UMI, EBSCO, others?

2. **Theme development**

Theme for all year, or just for event? Event

Short message that doesn't depend on the word "librarian"

Contest idea: free attendance to the anniversary celebration to the library student who writes the best essay on "Why librarians are like diamonds"

Each meeting: some gimmick, give away, promo for the anniversary celebration
Caroline Richardson shared paperweights and bookmarks left from association's 75th anniversary. These could be giveaways throughout the year.

Judy Field is going to talk to Beth Callahan at Chemstra for help with this.

Kathy Irwin will speak to Sheila Brice, PR staff member at Baldwin Public Library.

Tagline Brainstorming:

*Multi-faceted professionals

*Like a diamond

*Enduring value

*Invaluable investment

Promise of the future

Librarians are forever

Diamonds and librarians are friends forever.

Librarians are just like diamonds, a person's best friend.

Quality information

Hard challenges

Durable skills
Keeping our skills sharp
Librarians bring clarity
Writes on glass
Clarifies information needs
Priceless service
Quality service returns value to organization
Diamond in the rough
Turning information chips into priceless gems
Assessing info quality
Serving / polishing gems of information
Polish / cutting gems of
Cutting through
Enduring / timeless service
Info professionals bring clarity and quality
Multifaceted
Quality
Clarity
Valuable/value
75 years of Michigan Information Professionals
Celebrating 75 years of

Images of librarians from film: Marilyn Monroe, Shirley Jones
“A book in the hand is quite continental, but info is a _____’s best friend”

“Information Professionals, like diamonds, are the information seekers best friend.” Fill in the blank with the sponsor’s name for use in letters.

3. Sponsorship planning

2003/04 Sponsorship Packages Draft:

\$250 Silver
Business card ad in anniversary program
Website honor roll

\$500 Gold
Business card ad in anniversary program
Website honor roll
Chapter bulletin ad, 1 issue, ½ page
Sponsor one chapter meeting

\$xxx Platinum
Quarter page ad in anniversary program
Website honor roll
Chapter bulletin ad, 2 issues, ½ page
Sponsor one chapter meeting

\$xxxx Diamond

- Full page ad in anniversary program
- Website honor roll
- Chapter bulletin ad, 3 issues, full page
- Sponsor one chapter meeting
- Special Invitation to Anniversary Celebration

Need to calculate current chapter bulletin advertising rates, meeting sponsorship, and program printing costs to determine pricing for various packages.

Some sponsors may be willing to provide gifts in kind.

“Working together for 75 years”

List of potential sponsors:

| | | |
|-----------------|----------------|------------|
| Lexis-Nexis | UMI | OCLC |
| Swets-Blackwell | Wilson | High Smith |
| Dialog | Knight Ridder | Demco |
| Omnigraphics | Gannet | Emry Pratt |
| Gale Group | EOSi | Brodart |
| Thomson | InMagic | Bowker |
| Ovid | EBSCO | Factiva |
| 3M | Basch | Dun & |
| Financial Times | Baker & Taylor | Bradstreet |
| Info Today | Cambridge | Hoover |
| Proquest | Scientific | Info USA |

Need to prioritize list, add to list, and find contacts. If anyone on the committee works with any of these vendors, please send your contact person and info to Kathy Irwin, who will collate the list. It would be helpful if we could find out how many Michigan chapter SLA members use the services of these companies, and list the major customers in the letters.

4. Timeline / Deadlines

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|------------|---|
| ASAP | Speaker confirmation |
| 5/31/03 | Chapter archives search, DPL, all invited |
| 6/4/03 | Anniversary committee meeting, UMD |
| 6/30/03 | Logo design complete (for use in letterhead, webpage, programs) |
| 7/15/03 | Initial sponsorship letters mailed |
| 9/17/03 | Kick off celebration at Great Lakes Conference in Grand Rapids |
| Apr/May 04 | Anniversary Celebration |