

**Michigan Chapter SLA  
75<sup>th</sup> Anniversary Committee Meeting  
June 4, 2003 summary notes**

**Next meeting: Wed. July 9<sup>th</sup>, 6 pm, at UM-Dearborn**  
**Dinner:** chip in for La Pita, Middle Eastern

**Attendance:** Chris Bloodworth, Judy Field, Paulette Groen, Kathy Irwin, Teresa McGovern, Laura Nielsen, Barry Puckett, Jennifer Rundels, Joel Scheuher, Linda Skolarus, Carol Tower, Nancy Yee

**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  
Jennifer Rundels

**Archives**

\*James Hanks

**Welcome new members:** Jennifer Rundels

**Committee Reports**

1. Nancy Yee, Teresa McGovern and James Hanks met at Burton Archives at DPL on Saturday, May 31, 2003. They went through the boxes and pulled out details to update the chapter time line. They will be making additional trips to the archive to work on the project.
2. The Event committee sent a letter to Laura Bush on April 16<sup>th</sup> 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. Paulette Groen followed up on June 2<sup>nd</sup> with Knollenberg's office, and will follow up again next week. We are not certain how long it typically takes to receive a response. The committee hopes to announce the speaker by the end of August.

3. John Rivard of JCR Design and Consulting will be designing a logo for our chapter anniversary as an in-kind donation.
  - John will design three separate logos; once we select one he is willing to tweak it.
  - He will provide the design in the formats we need, including EPS, b/w and color.
  - The offer includes license to use the logo however we see fit.
  - The logo will not include the association name or tagline, so these can be easily changed and/or updated.
  - We will credit JCR Design and Consulting on the web page and in the anniversary program.
  - We will provide John with a receipt for this in kind donation. He will draft the language for the receipt.

## Discussion

### 1. Theme development

The group began with the phrase “Multifaceted Professional” from last meetings brainstorming. Various angles were investigated:

- Considered something similar to the 4 C’s of diamonds (color, cut, clarity, carat). For example, the 3 I’s of Librarianship (information, integrity, ingenuity, innovation, invaluable, interdependent) or the 3 L’s of Librarianship (leadership).
- Considered separate tagline for different audiences, members, students, parent institutions, and sponsors. Would we emphasize different facets for each audience?
- Considered words that spell “librarian” or “diamond”. This info could be turned into word puzzles (crosswords, acrostic, word find, etc) for the bulletin issues this year and/or for the anniversary program. For example, create clues that generate words to spell out:

**D**ependable/dedicated/determined  
**br**illiant  
**vA**lue  
**M**ultifaceted  
**pr**Ofessional  
**shi**Ne  
**D**iversified/diligent

- Phrases considered to follow “Multifaceted Professional”
  - Preface each with a diamond shaped bullet
  - Clarity - cutting through information overload
  - Value added services
  - Phrases to convey quality, strength, access, knowledge, collaboration, cost effectiveness, saving time

The group liked the idea of an essay contest for students, and possibly also for members, on the topic “How is a librarian like a diamond?”

- Brilliance shines through
- Cutting through information overload

Please see additional brainstorming document from Jennifer.

## **2. Sponsorship planning**

The sponsorship committee examined current pricing for events and advertising. Please see separate document.

## **3. Timeline / Deadlines**

ASAP	Speaker confirmation
6/30/03	Logo design complete (for use in letterhead, webpage, programs)
7/9/03	Anniversary committee meeting, UMD
7/15/03	Initial sponsorship letters mailed
8/03	Finalize plans for afternoon break at Great Lakes Conference
9/17/03	Kick off celebration at Great Lakes Conference in Grand Rapids
Apr/May 04	Anniversary Celebration