

**Michigan Chapter SLA  
75<sup>th</sup> Anniversary Committee Meeting  
Jan 13, 2004**

**Attending:** Alice Pepper, Caroline Richardson, James Hanks, Joan Martin, Joanne Scharich, Joel Scheuher, Kathy Irwin, Linda Skolarus, Nancy Yee

**Meeting Summary:**

1. **Event**

- Committee reviewed draft of registration and speaker agendas
- Timing of events looks good
- To map page, add header including event name and time. Add a map showing the route from the Henry Ford Centennial Library to the Dearborn Inn
- Order of events for business meeting and celebration activities discussed
- Revised draft will be distributed prior to next meeting for review
- Joel volunteered to chauffeur Stephen (pick up at airport, drive to anniversary events, sight seeing if time)
- Kathy will chauffeur Cindy (pick up at airport, drive to anniversary events).

**TO DO:**

- **Kathy** will contact speakers (presentation title, photo for press releases, flight arrangements, hotel, etc)
- **Linda** will check on prices of Michigan made items at the Henry Ford gift shop (beeswax candles, Pewabic tiles, Morley or Gail's chocolates, etc). Budget \$30-50 each.
- **Kathy** will check with Dearborn Inn regarding last date to report attendance
- **Kathy** will contact Park Place for a price quote on cookies/punch
- **Kathy** will edit and distribute registration draft and speaker agenda drafts for further comment, and for posting to the working website
- **Joel** will ask Candace about arranging for volunteers to staff both registration desks and potentially the refreshments tables at the reception

2. **Publications**

- Program – The committee would like the Past Presidents list and the chapter timeline to be published in the anniversary program, even if it becomes a lengthy document. The program will be a keepsake of the event, so the committee prefers to publish everything together. Individual pieces of the program will probably be posted to the chapter website and updated annually.
- Giveaway ideas include a pen in a pouch @ \$3, a pad folio @ \$4, and/or a Lucite diamond cut desk clock @ \$5. The committee liked the idea of passing out the pens at the afternoon keynote, and giving a clock to those who attend the anniversary dinner celebration. It was suggested to purchase 200 pens and 75 clocks.

- Past Presidents – there are still some gaps in the list. Will look people up in SLA's Who's Who online (only active members are listed), or ask members for help.
- Nametags – order plastic covers with strings AND clips/pins optional. Obtain perforated paper for printing the nametags.
- Will submit an anniversary related article to the upcoming chapter bulletin
- The committee discussed the idea of creating a PowerPoint slide show to have at the registration tables and to show during the Anniversary celebration. James is willing to work on this project, with input from chapter members.
- The committee will try to determine which libraries were among the founding members of the chapter, as well as find out who our longest-term member and newest member are. Linda Broussard or Sam Felder at headquarters can probably help with this.

#### TO DO:

- Draft the program for review at our next meeting. Obtain price quote from the publisher. Determine order deadline.
- Contact Crestline regarding approximate costs for 200 pens and 75 clocks. Determine order deadline.
- Finalize Past Presidents list
- **Joel** will ask **Laura** what her dad would charge for single carnation boutonnieres and corsages for the past presidents. Determine order deadline.
- Obtain price quote for nametags and perforated paper.
- Submit article for February chapter bulletin
- **James** is willing to scan photos from the archives at DPL if he can borrow a scanner. **James** will draft an email to send to the member list asking for old and new photos of their libraries to include in the PowerPoint slide show. The same text may be published in the upcoming chapter bulletin and announced at chapter meetings.
- Determine founding member libraries
- Determine longest term member and newest members

### 3. **Publicity**

- Alice created a working website including anniversary meeting minutes, working documents, and other related information. Committee members can access press releases and publicity pieces to print as needed.
- Alice would like ideas for drafting press releases to a non-librarian audience, such as the department/person that corporate libraries report to and the media. Kathy will contact two PR people she knows to ask their advice.
- Find a way to tie in to National Library week in local media
- Obtain proclamations from members of Congress, state legislature, the Governor, the President or First Lady, the mayor of Detroit, the mayor of Dearborn, and leadership of American Lib Assoc, Michigan Lib Assoc, Medical Lib Assoc, Library of Congress, other? These can be displayed at

the anniversary event and scanned to include on the chapter website. We may wish to read a small number at the event (the Governor's and the President's).

- Timeline:
  - Early February - "Save the Date" email to ALL contacts
  - April 16 – Mail registration forms to members; email registration forms to non-member contacts; written invitations to Mrs. Bush and Governor Granholm
  - May ? – "It's Not too Late" email to members (Joel will send)
  - May 6 – Final day of registration (Joel will collect registrations)
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#### TO DO:

- Draft Save the Date email
- Draft PR piece(s) for non-librarian audience.
- **Kathy** will contact PR people for advice.
- Find out how to request proclamations from the various institutions. For example, to request a proclamation from the Governor, they request we provide a draft of the proclamation, contact info, date of event, who we are, and why we're requesting the proclamation. The request needs to be sent to:  
Attn: Abby  
Office of the Governor  
P.O. Box 30013  
Lansing, MI 48909
- Draft invitation to Mrs. Bush and Governor Granholm

#### 4. **Sponsorship**

- Carol provided a summary of sponsorship dollars promised. How much of this has already been received?
- Oliva Frost from SI at UM has requested clarification on the program ad.
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#### TO DO:

- Contact sponsors who have not responded yet, particularly Gale Group and Omnigraphics
- Draft an announcement asking chapter members (via listserv, bulletin, at chapter programs) to approach their companies about purchasing a program congratulatory advertisement.
- **Carol** will touch base with **Heidi** to determine which vendors have paid their sponsorships to date.

#### 5. **Budget**

- Confirm costs for reception, printing, giveaways, and speaker costs. Sponsorships promised so far provide us with a budget that has some elbowroom.

TO DO:

- **Kathy** will update budget and distribute to committee members.
  - **Kathy** will confirm costs for reception and speakers.
  - **Nancy** will confirm costs for printing and giveaways.
  - **Caroline** will find out if we can get a Ford discount on hotel rooms for our speakers.
6. Next Meeting: **Thurs, March 4, 2004**  
6 pm (during Spring Break, parking not monitored)  
at the Univ. of Mich. – Dearborn Mardigian Library