Local Arrangements Committee 2009-2010 Annual Report

Introduction From Co-Chairs
The 2010 Denver, CO Local Advisory Committee started coming together about two years before the conference. Volunteers for the sub-committee chair positions were drawn from the local Colorado Association of Law Libraries (CoALL) chapter. The key to a successful conference is having good, hard working volunteers so that things run smoothly!

The theme of the meeting was Summit 2010: Mapping Our Future. A few committee members attended the LAC meeting in Washington, D.C., but there was limited attendance due to the downturn in the economy. It was nice to be able to talk to people on that committee and get some of their suggestions on how to proceed. We also sponsored a hospitality booth staffed with volunteers and someone from the Visit Denver tourism office. At the DC Closing Banquet we gave out holographic Denver postcards and bookmarks and showed a five-minute video of the city (all provided free from Visit Denver).

Most committee communication was via e-mail or telephone since we had members from the Denver metro area; Boulder, CO; and Cheyenne, WY. We did schedule some in-person meetings in conjunction with the visits from Pam Reisinger and others, but about half of the committee used phone conferencing those days. We met as a group in October 2009, May 2010, June 2010, and July 2010. The October meeting also included site visits to the host hotel and convention center by the chairs and AALL staff. The May meeting also included a tasting session for the Banquet and Opening Reception, and the July 2010 meeting was a wrap-up during the conference with the 2010-2011 committee members.

The main responsibilities for the co-chairs were to draft volunteers, facilitate communication, and make sure that sub-committees stayed on task and within the budget. We also had some questions that did not appear in our charge. For example, we were asked for recommendations on babysitting services, locations for the public service project, ideas for the book donation project, recommendations for local speakers, whether or not we’re planning the book exchange in the exhibit hall, etc. We also passed along suggestions on locations offsite to host the pre-conference workshops.

Library Tours
Alan Pannell

This year, in Denver, we arranged for tours of six libraries: (1) University of Colorado, Wise Law Library, (2) U.S. Courts Library, 10th Circuit, (3) EPA Region 8 Technical Library, (4) Holland & Hart LLP (5) Denver Public Library, Western History Department, and 6) University of Denver, Westminster Law Library.

Volunteers
Number of people needed on subcommittee: 2 (We only had one person this year, but it would be advisable to have two.)
Number of volunteers needed: 2 volunteer escorts for each tour, or one volunteer if you are attending the tour yourself. (It’s helpful to recruit at least two volunteers in case a volunteer has to cancel.)

TIMELINE
Early October – Identify potential host libraries
Try to choose a variety of libraries: law firms, courts, law schools, public libraries, and possibly a special library or something else interesting and unique to your city. If selecting a federal government library, keep in mind that there may be very strict requirements for entering the library (e.g., photo I.D.s required, no cell phones with cameras, tour attendee names submitted in advance, etc.) These requirements may also change at the last minute.

Consider transportation costs and time required to get to and from the convention center or hotel. For 2010, there was enough in the transportation budget to cover shuttle buses for the two tours that were not within walking distance. (Walking distance is generally considered to be 15 minutes or less.)

Mid-October – Create a draft tour schedule
With the reduced number of conference days, and the requirement of scheduling tours only during "no conflict" times, some tours may have to overlap with one another. Ask AALL headquarters to send you a mock-up of the preliminary program text so that you can double-check the times and all other information. Headquarters can also help you identify the no-conflict times.

When estimating time slots (from departure to return), you may want to build in some extra time in case the tour runs longer than expected. Some registrants will have scheduled events immediately following the tour and will expect to be back by the stated return time. Bus tours, in particular, are likely to experience unexpected traffic delays.

Early November – Contact potential tour libraries
The 2010 subcommittee chose to approach specific libraries and librarians based on suggestions by the LAC committee as a whole. If a library is interested, identify the library’s main contact for subsequent tour planning. Ask host libraries to indicate their date and time preference (based on your draft schedule).

Mid-November – Finalize tour schedule
Once you have date and time preferences from the host libraries, create your final tour schedule. For 2010, we had tours on Sunday, Monday, and Tuesday, with the Sunday tour receiving the most attendance. Although the Tuesday afternoon tour was originally full, it had the most number of people who did not show up. If tours must overlap, it is helpful to stagger the departure times by at least half an hour.

Early December – Confirm tours
Send host libraries an e-mail with your proposed date and time for their tour and ask them to confirm. Ask host libraries to provide a brief description about their library. You can show them text from previous years as a guideline.

Ask host libraries to decide on their preferred maximum number of tour participants. AALL recommends keeping the tour groups a modest size: 10, 15, or 20. They should be aware that there may be up to three extra people accompanying the tour (the LAC tour coordinator plus one or two escorts). Keep in mind that there are usually more people interested in tours than there are available slots, so it’s nice to be able to offer the maximum number of tour opportunities.

Late December/Early January – Submit draft text for annual meeting website
Send the following information to AALL Headquarters for each tour:

- Tour title
- Date and time
- Means of transportation (let AALL Headquarters know if you think bus transportation will be needed)
- Estimated travel time
- Maximum number of participants allowed
- Whether there are any special restrictions or requirements (government-issued ID required, cameras/cell phones prohibited, etc.)
- Library description
- Host library contact person.

Once you receive a mock-up of the tour description page, send it to the host libraries for last minute editing and approval.

**February – Begin recruiting tour escort volunteers**

The first step is to submit a description of tour escort duties to the LAC Volunteer Coordinator. The primary duties of tour escorts will be to wait for tour participants at the designated departure point, accompany the group on the tour, and then make sure everyone gets back to the hotel or convention center. Escorts should take a head count before departing for the tour and again when ready to return.

If possible, it’s helpful to have someone local as an escort for each tour. You may be able to find local volunteers through your local or regional chapter. You can also ask participating libraries if they can provide an escort (in addition to the tour guide). Let the LAC Volunteer Coordinator know how many volunteers you need from the national list.

**May – Finalize tour escort list**

To the extent possible, try to have a finalized list of escorts as early as possible. Make sure that you have cell phone numbers where they can be reached on the day of the tour.

**Early June – Send reminder e-mails to host libraries**

Remind the host library about the tour date and time, along with the expected number of tour attendees. Find out from the contact person where you should meet once you arrive at the library. AALL suggests reminding host librarians that it’s best if tour visitors can move around and also sit down for a while instead of standing in one place throughout the library tour. Refreshments are welcome, but not necessary.

**Mid-June – Review the text of tour registrant confirmation e-mail**

AALL headquarters will send samples of confirmation e-mail text used in the past. Once you’ve made any necessary changes, AALL will send them to tour registrants. Remember to include the names and cell phone number of the tour coordinators and escorts.

**Two Weeks Before Conference – Send reminder emails to volunteers**

Remind tour escorts of tour dates and times, as well as where to meet. Let them know there will be a tour packet for them at the Hospitality Desk with tour signs, schedules, tour location maps, and lists of
tour attendees. Explain to them the process for putting people on standby. Headquarters should have sent you lists of tour attendees a few weeks before the conference.

Three Weeks Before Conference – Communicate with the Hospitality Desk chair
Make sure the Hospitality Desk chair has a tour schedule, including departure times and contact information for each tour. Hospitality Desk volunteers should be prepared to answer questions about the tours and inform interested people who didn’t sign up in advance to go to the tour departure area at least 15 minutes in advance to be put on standby in case there are any no-shows.

During Conference
Headquarters will arrange to have a large LIBRARY TOURS sign in the hotel or convention center lobby. At the beginning of the conference, drop off the library tour packet at the Hospitality Desk. You and/or your tour escorts should arrive at least 30 minutes before the listed departure time.

After Conference
Send thank-you e-mails to the host librarians and volunteer escorts a few days after the conference. Write up your final report for the Local Arrangements chair and offer any suggestions for improvement.

ADDITIONAL NOTES
Disabled or slow walking registrants: Include a line of text in the Preliminary Program (and in the confirmation e-mail) stating how many minutes of walking is involved in the walking tours. Be prepared in case you have participants who sign up for a walking tour but are not really able to walk the complete distance.

Publicity: Tour sign-ups are only done part of the Preliminary Program registration. Most tour spots fill up quickly, so there may be no need to publicize the tours. If there are still openings closer to the time of the conference, the LAC committee may want to mention the tours on the blog.

Registration Subcommittee
Wanda McDavid and Beth Mescall, co-chairs

The Registration Subcommittee of the Local Arrangements Committee (LAC) coordinated bag stuffing and the staffing and operation of the registration desk at the annual conference. The co-chairs were Wanda McDavid and Beth Mescall.

The LAC Volunteer Chair solicited volunteers for conference functions, including registration. The LAC Volunteer Chair asked for the number of volunteers we would need because they developed the online conference volunteer registration form. We told them we would need 25 to 30 volunteers for bag stuffing and 40 to 50 volunteers to staff the registration desk, based on the volunteer numbers from the previous year.

In mid-May and again in early June, the Volunteer Chair sent us the names, affiliations, and e-mail addresses of the early birds who had volunteered for bag stuffing and for the registration desk. By early June we had more than enough volunteers for both functions.
**Bag Stuffing:** Beth Mescall coordinated the bag stuffing. In addition to volunteers who signed up online, Beth and I sent out a request to the local CoALL listserv and the local SLA listserv asking for bag stuffers, and we quickly received responses from local law and special librarians offering to volunteer.

Beth sent a bag stuffing e-mail to all bag stuffing volunteers giving the date, time, and location for bag stuffing on Friday morning, July 9.

Beth sent a second e-mail to the final list of bag stuffing volunteers in late June and early July to remind them of the bag stuffing date and time, 9:00-12:00. Beth explained that she hoped that we would be finished with bag stuffing by 11:30, but we actually finished in two hours.

Friday morning, the conference contractor, hired by AALL Headquarters to manage the conference, had already arranged the tables with all the materials so that volunteers would be able to go up both sides of the two tables. We started stuffing bags a few minutes after 9:00 a.m. The contractor had stacked the bag contents in lines on two long tables, with the items arranged from largest to smallest. Most of these items had been supplied by AALL, but a few local brochures and maps were selected by the LAC, which had been delivered for inclusion in the bags earlier in the week.

The volunteers formed lines and walked down the two tables, collecting each item, then dropping the batch into a bag held open by a volunteer bagger at the end of each table. The bagger then placed the filled bag into the rolling bins provided by the convention center. As the bins filled Beth and Wanda stacked completed bags on the tables behind the Registration Desk area and under the tables. There were enough bins that, as the rest of the bins were filled, the rolling bins were placed behind the curtain area directly behind the Registration Desk. During the conference, as we needed to restock the tables, it was very easy to roll the bins out and restock the tables and under the tables with the filled bags.

**Registration Desk:** Wanda McDavid and Beth Mescall shared the coordination of the registration desk. Beth suggested that we ask the University of Denver Law Library Fellows to serve as our registration desk managers. Beth recruited eight volunteers to be registration managers, in addition to ourselves. These managers were recruited separately from the registration desk volunteers, who were recruited by the volunteer chair. It is important to have registration desk managers that the co-chairs know personally. Beth Mescall and I served as managers on Friday evening during the 4:00 p.m. – 7:00 p.m. shift. We also split the manager responsibilities on Saturday. Friday and Saturday are the busiest days, and we felt that it was important for us to be there to answer questions and help keep things running smoothly. Also all of our registration desk managers were attending CONELL on Saturday, so they were unavailable.

In early June, Wanda and Beth sent the managers a managers’ shift schedule and asked them to commit to one or two shifts. We forgot to have the managers’ shifts overlap the volunteer desk shifts, so the training time of new volunteers at the beginning of the new volunteer’s shifts was a little hectic. In the future it would be good to have the manager’s shifts overlap by 15 minutes to a half hour to allow for a smooth transition. Because we had eight volunteer managers and they worked on Sunday, Monday, and Tuesday, most manager volunteers only worked one shift.
After receiving the preliminary lists of early bird registration desk volunteers from the volunteer chair in mid-May, Wanda set up a registration desk distribution e-mail list that included each registration desk volunteer; she added new e-mail addresses as she received the names of additional volunteers. She e-mailed a registration desk shift schedule to the volunteers in early June and asked them to indicate their top three shift preferences.

As the volunteers responded with their top three shift preferences, Wanda filled in the shift schedule by adding each volunteer’s name to all three preferred shifts, indicating with #1, #2, or #3 based on the choices indicated. Wanda entered the names in the order of the responses received. Wanda and Beth reviewed the shift preferences and made every attempt to give people their first and or second shift preference. Wanda sent the final registration desk schedule on June 23. She asked the volunteers to review the schedule and confirm that the dates and times they had volunteered for were correct.

Wanda received a few e-mails from volunteers requesting changes. She was able to accommodate the changes requested. She sent a Revised Final Schedule out on June 25. She asked volunteers to arrive a few minutes early before their shift started to be trained.

In Washington, D.C., the co-chair of the registration desk also asked everyone to respond with their cell phone numbers and to indicate if they had worked at the registration desk before, to try to assign at least one experienced volunteer to each shift. In Denver we did not do that, and it did not seem to be necessary.

Following the advice of previous registration reports, she scheduled four to five volunteers for each of the busier Friday-Sunday shifts, and only two for each Monday and Tuesday shift, in addition to the shift managers. Most shifts were two hours’ duration, but the Friday shift and the opening Saturday and Sunday shifts were three hours long, to avoid shift changes during busy periods.

In Denver it was probably not necessary to have as many people scheduled for the Sunday later afternoon shifts. Also we would have been fine on Monday after the early morning shift to have only the manager and one other person. I think it would be a good idea to tell volunteers for Monday and Tuesday to feel free to bring a book to read or their computer to work on because at least in Denver it was very quiet. In fact even though the registration desk was supposed to be open on Tuesday afternoon from 1:00 p.m. until 3:00 p.m. the conference contractor covered the desk because it was so quiet.

There were some minor changes that were requested the week before the conference, and Wanda was able to arrange the schedule to handle the change requests. Wanda printed out copies of the final schedule, and posted the schedules at the Registration Desk with both her cell phone and Beth Mescall’s cell phone in case either the managers or the conference contractor needed to contact them.

On Friday afternoon, the eight registration managers and the two co-chairs attended the registration desk training, conducted by AALL’s conference contractor. This year, as in D.C., arriving registrants were to stop first at a registration kiosk to retrieve their pre-registered records, then to print their badges and tickets to a printer at the registration desk. Then they were to approach the desk to pick up their badges, tickets, and conference bags. We had also requested that AALL Headquarters put together a ribbon board listing all the available ribbons for members and speakers. The ribbon board worked out very well and speeded up the process of handing out ribbons. (There was one small glitch with the ribbon board;
there was a typo on one of the ribbons on the board so it would be important to have someone proof it before it was finalized. The ribbons themselves were fine.) We were to send any exhibitors to the next booth, where a conference contractor always sat. The trainer also told us to send any other non-standard attendees or issues there, as well.

During each shift, we stationed at least one volunteer at the kiosks to assist arriving attendees. Some attendees had trouble scanning the barcode printed on the confirmations that had been e-mailed to them. If anyone had trouble scanning the barcode or did not bring the barcode with them, we simply entered each name at the kiosk to retrieve each record. Once they had sent their badges and tickets to the desk printer, it was an easy process for the volunteers to place the badges in holders and hand the attendees their tickets and bags. During the course of the conference Wanda and Beth regularly stopped by the Registration Desk to check on the volunteers and thank them for all their help. We also had a computer at the Registration Desk so we could look up attendee’s names and reprint badges when needed as well as troubleshoot problems.

The operation of the Registration Desk went very smoothly, thanks in no small part to the enthusiasm of the volunteers and especially to the dedication of the managers. There were a few glitches with tickets but the conference contractors identified the problem and explained to the volunteers how to handle and correct the problem.

**Excursions Subcommittee**
Barbara Allen

The charge of this subcommittee was to select excursions that show off the city and region and that would be of maximum interest to AALL members. Prior subcommittees had commented on their unsuccessful attempts to fill tours, and all of last year’s Washington, D.C., excursions were cancelled due to lack of participation. Because AALL had never been held in Denver, I thought we would have good chance to reverse this trend. I assumed that conventioneers might be more interested in traveling outside of Denver into the Rocky Mountains and foothills, especially since many city attractions (the Denver Mint, the Art Museum, Coors Field, the Capital, brew pubs, etc.) are within easy walking distance of the Convention Center.

Shortly before the fall 2009 planning meeting in October, Pam Reisinger sent me the proposals from five local tour companies. I reviewed the proposals, comparing offerings, prices, times, and additional services. At the fall meeting, I gave Pam my two top choices. By mid-November, Pam and her staff had selected The Arrangers, one of the two I had recommended.

I then sent Pam a list of Arrangers excursions with dates/times that I would like to see offered. The schedule was based on AALL requirements, limited to full or half-day tours either on the Saturday before the Meeting or the Wednesday after the Meeting, and evening tours either on Sunday or Monday night. Other main considerations were costs and numbers (25 was the minimum number of attendees to hold the tour). I submitted my recommendations and comments, offering a few suggested modifications. Both Pam and Zack, our contacts at the Arrangers, were very flexible in considering some specific changes I put forward. We signed off on a final list of 10 tours by the end of the year, and my part in the process was basically over.
Once again this year we had trouble filling the tours. Only one actually filled with the minimum number of 25 attendees. We were able to offer three other tours by getting people to switch from their first choice and reducing the minimum number to 18. I’m not sure what happened. Was my assumption that people would want to see the mountains faulty? The fact that some people signed up for every tour would indicate that they all had some appeal. Were they too expensive? The 10 were divided fairly equally: three low cost, three moderate, and four high cost. Two of the tours that eventually were held were two of the most expensive. With over 1,600 AALL attendees, these excursions didn’t even attract 250 people. With everything else that goes on during this Annual Meeting, do people even have time to take an organized tour?

Last year’s excursion committee recommended that AALL reassess including local excursions as part of the Annual Meeting package. They suggested reviewing data and trends from several previous meetings or surveying members on their preferences. I absolutely second that recommendation.

**Convention Newspaper (AALL Summit)**
Meg Martin, Editor

The staff included:

- John Carter - CustomNEWS, Inc. (publisher)
- Brant Bender, photographer
- Julia O’Donnell, AALL Publications
- Meg Martin, editor
- Volunteers

The name for the paper *(AALL Summit)* was a result of input from the LAC and CoALL and was an editorial decision. Theresa Baker created and supported the blog—also called *The Summit News*.

I requested a schedule of the deadlines for the paper from John in May. He also provided a copy of the rate sheets that were sent to potential advertisers. The majority of the paper is advertisements and vendor news, which are submitted directly to John. The editor and Julia O’Donnell review the paper before it is sent to the printer. John can predict for you the number of words needed for any given space, which helps when you are rushing to complete the day’s copy. The possibility of adding photos to fill space is always available.

New for 2010 was the addition of two electronic-only newspaper editions. One was published prior to the Meeting and one afterwards. For the pre-Meeting issue, I focused on items that would be helpful to people as they made plans to attend the Meeting in Denver. The after issue will include the photos of the Reception, Dinner, and Dance, which had not been covered in the paper previously. Usually, the professional photographer leaves before the evening events so this gave a great opportunity to highlight it. At this time, I have not completed the edition, so I am unable to say with certainty what the content will be, but I am anxious to include lots of pictures of librarians having fun!

In May I began to send notices of deadlines to LAW-LIB and to the various chairs/presidents of AALL SISs and caucuses for dissemination. (There is no single way to send a notice to all the SISs.)
I preferred to have most of my work completed for all the print issues prior to arriving in Denver. I received many announcements and articles via e-mail. I acknowledged all submissions and included the disclaimer that all submissions were subject to editing and space limitations and that all would be posted to the blog. When I responded to e-mail submissions, I cc’d myself so that I knew I had responded to the e-mail.

If the items fit the newspaper parameters, I edited them—sometimes heavily in order to maximize the number of submissions to the paper. Then the items were forwarded to John Carter with the number (or day) of the issue I wanted it published in.

The editing included:
- Eliminating paragraph tabs
- Removing blank lines between paragraphs and inserting a hard return
- Checking web addresses, which can be included, for consistency and accuracy
- Fact checking, spelling, and ensuring consistency

The first issue was completed by June 28 and, after review, it was sent to the publisher on July 3. The second issue (for Sunday) was to be completed by 3pm on Saturday. The amount of advertising that is sold determines the length of the paper. This year, the first edition was 12 pages, the second was 16 pages, and the third and fourth were each 12 pages.

Announcements for e-blasts and official AALL e-mails were provided as follows:

**The Summit News**
The AALL convention newspaper will be published onsite on Saturday through Tuesday, July 10-13, during the conference. Deadlines for submitting an article for consideration for publication are as follows:
- The deadline for the Saturday, July 10, print issue is Monday June 28—**please note this date.**
- Deadlines for the Sunday, Monday and Tuesday print editions are 1:30pm the day prior.
- Submissions for the follow-up electronic paper will be accepted until July 27 for August release.

Please submit articles, news, photos, or program/event reviews via e-mail as a Word attachment for text and as a .jpg for photos, to the editors: Meg Martin or Katie Lynn or, you can visit the newspaper office in the Colorado Convention Center, Room 101. If the newspaper office is closed, please call Meg at 307-221-2959. Any articles not used in the paper will be submitted to the blog.

This is an example of the language used in an announcement about deadlines:

**The Summit News**
The AALL convention newspaper will be published onsite on Saturday through Tuesday, July 10-13, during the conference. We are adding two electronic-only editions to the four regular print editions that will come out in June and August. Deadlines for submitting an article for consideration for publication are as follows:
- The electronic-only preview newspaper edition has a deadline of June 2 and will focus on information that prepares attendees for the conference.
• The deadline for the Saturday, July 10, print issue is Monday June 28—**please note timeliness of this date**

• Deadlines for the Sunday, Monday, and Tuesday print editions are due by 1:30pm the day prior.

Please submit articles, news, photos, or program/event reviews via e-mail as a Word attachment for text and as a .jpg for photos, to the editors: Meg Martin or Katie Lynn or, you can visit the newspaper office in the Colorado Convention Center, Room 101. If the newspaper office is closed, please call Meg at 307-221-2959. Any articles not used in the paper will be considered for submission to the blog. Please note that submissions may be edited and not all items will be included due to space limitations. Any items not placed in the paper will be considered for addition to the blog.

Each issue has some articles that are traditionally included:

- **First issue**: welcome letter from the LAC with a picture if possible
- Welcome letter from the current president
- Welcome from the host city (Denver’s Mayor Hickenlooper sent a letter)
- **Second issue**: report about the pre-conference volunteers or from CONELL or the legislative update session or diversity symposium
- Possibly another LAC Article
- **Third issue**: highlight the keynote speaker
- Self-written article from incoming president
- **Final issue**: interview with the incoming president
- Teaser for the next Annual Meeting from the LAC
- An article by the AMPC chair.

Each year during AALL, John Carter hosts a lunch for past, current, and future editors. It’s a great way to find out who has done it, to hear funny stories, and to learn some pitfalls to avoid.

Suggestions for future editors:

- Include a page of photos in each issue.
- Include a Q & A with photo in each issue (roving reporter asks the same question of attendees type of thing).
- Daily schedule with last minute updates (this would correct current problems with announcements not making it into the paper for some reason, i.e., space limitations)
- Find out from John how many pages each of your editions will be to help you plan ahead.
- Choose your own volunteers. Get them on board early.
- Request the planned articles as early as possible to help ease your workload while at the meeting. In the last few days prior to leaving for Denver, I e-mailed all the articles, announcements, and reminders that had been submitted to John Carter. I labeled them as to what they were about and when I wanted to publish them. This was especially helpful this year because my work e-mail server went down on Friday night and was not in service again until Sunday morning, and that’s where all the information was stored!

The most important things to keep in mind:

- Be sure to read and follow the guidelines in the LAC handbook from AALL
Request specific articles from specific groups or authors long prior to the Meeting.
Make a suggestion about an article you’d like to see or request what you’re looking for. Sometimes people volunteer but it doesn’t happen very often!
Remember that everyone is busy and needs reminders.

Website Committee
Theresa Baker

I decided to use Drupal to create the website. I was familiar with it and knew that I’d be able to quickly create a site with the features I wanted. Also, I knew it would make many systems librarians happy to see Drupal being used. I used Drupal’s Garland theme and modified the colors to match the Summit 2010 logo. The URL is: http://law.du.edu/AALL2010/. I’ll keep it up until next year for the 2011 committee to view.

In addition to the static information on the website, I included a Twitter Feed of the #aall2010 tag and an RSS feed from the Summit News Blog. I created two web forms on the site. One was for volunteer sign-ups, and the other for the closing banquet jukebox. I offered to create a form for Dine Around sign-ups but Kathy Carlson preferred to have people e-mail her. Information submitted via the forms was saved in databases. I sent spreadsheets from the databases to each of the coordinators shortly before the conference.

Sarah Glassmeyer set up an unofficial wiki for the conference on PBWorks. Most of the content was contributed by Sarah and a few other LAC members. I wouldn’t recommend doing it again next year. People did not use it enough to make it worthwhile. Also, it was spammed a fair amount, which required someone to stay on top of the edits.

I created a FaceBook site for the conference and asked members of the LAC to contribute photos and posts or start a discussion. The site had 242 fans, but very little activity. The site had a small amount of content, including a link to the LAC website. It was successful in that it did help publicize the conference, but it wasn’t used as a gathering place for attendees or as a channel to disseminate information.

I created the Summit News blog on Blogger, which is a free site. Again, I featured the official conference logo and used colors to match. Meg Martin contributed most of the content for the blog.

Exhibits Subcommittee
Karen Selden, chair

According to the 2010 AALL Annual Meeting Final Program, a total of 97 exhibitors were represented in the 2010 Exhibits Hall. This figure includes 22 first-time exhibitors. Pam Reisinger, AALL’s Meeting planner, reported that AALL projected selling 175 booth spaces in the 2010 Exhibits Hall and actually sold 181.

The Exhibits chair sent leads for potential exhibitors to Pam, and she passed these on to the AALL Exhibit Hall manager, Paul Graller of Hall-Erickson, Inc. Paul, who has managed exhibits for AALL since 1997, indicated that prospective exhibitors are identified from local chapters, exhibitor listings
from other librarian conferences, and other sources researched by Hall-Erickson. Although a lead contacted in the first year may not result in a commitment to exhibit due to budget or scheduling, exhibiting in a subsequent year is possible.

Working on this advice, the Exhibits chair polled the listserv of the local chapter (the Colorado Association of Law Libraries (CoALL)) in the fall of 2009 asking for favorite local vendors and their contact information. This list of prospective exhibitors (with as much contact information as possible) was provided to Pam and Paul. In addition, the links to the lists of exhibitors at other library conferences held recently in Denver (SLA in June 2008; ALA Mid-winter in January 2009; and the annual Colorado Association of Libraries meeting in November 2009) were forwarded to Pam and Paul. These links were found by searching the websites of those organizations and clicking on the links for the appropriate meeting. Throughout the winter and spring, some CoALL members occasionally forwarded names and contact information for other vendors that they had forgotten or (re)discovered; these leads were duly forwarded on to Pam and Paul.

Among the new exhibitors this year were Kaplan Publishing, which publishes more than just study aids, and a company based in Ft. Collins, Colorado. All new exhibitors were personally greeted, welcomed, and thanked by the Exhibits chair, who also encountered 2010-2011 AALL President Joyce Manna Janto on the Exhibit Hall floor performing the same duty. If desired, this duty can be split among subcommittee members and/or the LAC co-chairs. As in past years, new exhibitors had signage at their booths indicating they were first-time exhibitors, so it was easy to systematically work through the Exhibits Hall floor to greet the new exhibitors. This duty was not overly time consuming and was a fun way to interact with the vendors. During the Exhibits chair’s brief conversations with new vendors, most indicated they would consider exhibiting in Philadelphia in 2011.

As in past years, a variety of offerings were available in the Exhibit Hall to encourage frequent visits to the exhibit area. A raffle was held each day as well as daily complimentary refreshment breaks. The location of the BNA Internet Room, AALL Member Services Booth, and AALL Public Relations Showcase in the rear of the Exhibit Hall also contributed to increased traffic for exhibitors. Additionally, the Exhibits chair noticed that many of the new vendors were located near the area where the daily prize drawings were held, so this may have enhanced the conference experience for many of the new vendors.

**No-Host Dinners (Dine-Arounds)**

Kathy Carlson

From everything I have heard, the No-Host Dinners went well and participants enjoyed themselves. There were about 85 people who participated in the No-Host Dinners.

I have attached the following documents:

1. A list of suggested functions for the Master Coordinator
2. Instructions for the Restaurant leaders.
3. Sample of the record kept for each restaurant to record reservations as they arrived
4. Text of message sent to law-lib.

The only suggestions have for next year’s committee:
1. Ask people who have signed up to please communicate with the host if plans change—call local contact information provided. (A couple of groups had no-shows.)
2. It is possible to do registration by using an online system to manage the rsvp’s. (They did this at the Washington Meeting in 2009.) I guess this would work and possibly simplify the process but I do think that having people register with a live person has some advantages. Using the manual system, I was able to communicate directly with all the people who were registering and with the coordinators. I was able to see where restaurants were at capacity and send back a message suggesting the alternatives that were available rather than a “your request could not be fulfilled” message—and almost everyone I responded to in that fashion did make a selection from what was left. I was able to help folks who sent in late requests saying they wanted to go and didn’t mind which group. I was able to handle last-minute adds and drops. I am not so sure we could develop an online system to handle all these details. I was not so overwhelmed with requests that it took more than 10-15 minutes a day to handle the requests.

**Family Social Hour**
Robert Linz

The Family Social Hour event was held on Saturday from 2 to 3:30 PM. There were about 25 people attending. Of those 25 people, most were adults, followed by older children and finally just a few young children. We served lemonade, water, and ice cream bars. These ice cream bars were of two varieties: Ben & Jerry ice cream bars and popsicles. Jim Watson of Visit Denver spoke for about 30 minutes on area attractions of interest to children. He did a fine job highlighting attractions both within a short distance of the Convention Center as well as within a 90 or so minute radius of Denver. The people who attended appreciated the information. Two of the participants came up to me afterwards to thank me for the presentation. We wrapped up by about 3:15 or so.

Over 100 people originally signed up for the event. Attendees could sign up for the event at the same time that they completed their registration; something that was not done before. Given the rather inaccurate attendance figure, perhaps accepting registrations like this isn’t a good idea. Perhaps also the Family Social hour ought to be scheduled at a different time or a fee be charged. I tried to schedule it as early as possible on Saturday, assuming that people would want to find out some information about area attractions and then have time that afternoon to start seeing them. If it’s only going to serve as an information session, perhaps it could be scheduled even earlier than 2 pm; perhaps even 11 or 12. Perhaps also it could be billed as a “local’s perspective on …” the area.

As for costs, we didn’t come close to spending our $1,200 budget. My guess is that we consumed about 40 ice cream bars (at $4 per bar). We also purchased three gallons of lemonade at $60 per gallon. (Yes, that’s right—$60 per gallon.) Therefore, the costs will be about $320 plus any fee for the room. But since we originally thought we would need to cover costs for 100 people, we were trying to stay within the $12 per person range.

Other ideas that were originally considered were the aquarium or children’s museum (too far/too expensive); having volunteers from the zoo bring live animals and do a demo (liability issues); and attending a Rockies baseball game as a group (would have been during Opening Reception, which was a no-conflict time in the schedule).
Closing Banquet Subcommittee
Tamara Phalen, chair

I started my planning by contacting the 2009 co-chairs to see what had worked well, etc. One of the items we talked about was the entertainment for the evening. They had booked a band for the evening, but faced a challenge getting the entertainers to take requests for dance music. They suggested that we think about booking a disc jockey for the evening, and I agreed that that would be a good idea. Most of the other details were in their final report, and they e-mailed their menu/program so I would have an idea of the format for the program, as well as what had been served for dinner. I also called Catherine Lemann to find out if she had any specific requests for the event, i.e., theme, menu, entertainment, etc. She thought the disc jockey was a good idea. I also suggested that we book some entertainment during the cocktail hour since we would probably have money in the entertainment segment of the budget after booking a DJ. Catherine really liked that idea, and I suggested a Denver pianist that I had worked with for a number of years. I reviewed the 2009 menu, and Catherine requested that we do a dual entrée again. She had no other specific requests for the event.

I booked the entertainment shortly after discussing the options with the AALL director of meetings at the fall 2009 planning meeting. It was good to book early so that I could include details about the entertainment for the reception and dance in the copy for the Preliminary Program. Our webmaster created a form on the Local Arrangements Committee website that people could fill out with song requests for the dance portion of the evening, and that was very popular.

In May, 2010, we did the menu tasting at the hotel with members of the Local Arrangements Committee, the AALL director of meetings, and the hotel catering manager. The hotel had sent us a number of meal suggestions, but we asked that the director of meetings negotiate with the catering manager to get some of the items that we preferred. We decided after the tasting that we would forego centerpieces at the event since the hotel was providing votives and there were extra food items that would be taking up space on the tables.

I worked with the Hospitality co-chairs to create the packets of tickets for the tables, which they handed out at the booth to people who wanted to reserve tables of 10. I used Microsoft Publisher to create both the table tickets and the final program that each of the dinner guests got at their place setting. The final meal guarantee was given to the hotel by the director of meetings, but the room was set for approximately 500 people. I visited the room where the dance was taking place following the dinner and I would guess that about 100 people or so had stayed for that part of the evening. Most of them were on the dance floor while I was in the room, so I think the DJ was a good decision for the evening.

Hospitality Committee
Madeline Cohen and Anne Lucke, co-chairs

The Hospitality Committee is responsible for providing an on-site source of local information, including local and regional sites of interest, to AALL Annual Meeting registrants. Major tasks include:

- Creating content for the LAC website
- Preparing the restaurant guide
Preparing information for the hospitality booth at the Convention Center
Obtaining items for the daily raffle
Scheduling staffing for the booth
Reserving closing banquet tables (if applicable).

It is a good idea to make sure you know the scope of your duties early on in the process. We were very lucky to have a skilled webmaster, so we created content for the LAC website, but did not need to worry about designing the site or posting content. In some years, the restaurant guide is a separate committee, but this year we decided to work on it as part of the Hospitality Committee. We did, however, have a separate committee for the Dine Arounds, which is sometimes part of the Hospitality Committee duties.

Creating Content for the LAC Website
We started working on the online guides in January, but it might be advisable to start them even earlier. AALL will give you a date by which the LAC website must be live, but be aware that you may be expected to preview the content before that deadline. Our webmaster and other committee chairs created a lot of the content for the LAC website, so we only had to focus on creating local guides. The topics for local guides depend on the city, but usually include restaurants, outdoor activities, shopping, etc. The local guides we created for the LAC website for Denver were:

- Getting Around (transportation tips and links to maps, etc.)
- Restaurants (home to the online version of our restaurant guide)
- Things to See and Do (links to area attractions and services)
  - Attractions and Museums
  - Exploring Colorado
  - Health Clubs
  - Historic Tours
  - Libraries and Bookstores
  - Places of Worship
  - Services, Coffee, Florists
  - Shopping
  - Sporting Events
  - Theater & Concert Venues

Creating the Restaurant Guide
As part of our Hospitality co-chair duties, we took on the task of creating a guide to restaurant offerings of interest to attendees of the 2010 AALL Annual Meeting. The overwhelming majority of the content for the restaurant guide was compiled in late January 2010. At that time we walked around the neighborhoods immediately bordering the Convention Center and made determinations as to which restaurants were within an easy walking distance and which would require a longer walk or the use of public transportation. In addition to physically walking around this part of town, we also consulted a number of restaurant and review resources (e.g., OpenTable, the Denver Post, 5280, etc.) to make sure that we included the most relevant dining options. Although we focused on restaurants near the Convention Center, we also decided to highlight some of the more popular neighborhood restaurants in other parts of the city for those attendees who might be more adventurous.
A first edition of the restaurant guide was made available in PDF on the LAC’s website in mid-February of 2010. Two format options were chosen; regular 8 ½ x 11 with live links (for viewing and linking easily on-screen) and booklet format (for printing on a reduced number of pages). In June of 2010, updates were made to the restaurant guide to reflect new restaurant openings, omissions, and closings. These changes were posted online mid-June. Both on the website and in the AALL conference update emails, we encouraged people to print out their own copy of the guide if they wanted one, as only a limited number would be available onsite.

There is no budget line for printing hard copies of the Restaurant Guide, but we thought it was important to have some available at the booth. A local law librarian spoke with the copy center in his firm, Document Technologies Inc., and they agreed to print 300 full-color copies of the guides. In return, they were able to print their logo on the guide, and we also posted their name on a “thank you” sign at the hospitality booth (although be aware that only “official” AALL sponsors can be thanked on this sign…Pam made an exception in this case because we were not aware of this rule when we solicited the donation). It was nice to be able to hand out these guides at the hospitality booth and to refer to them when making restaurant recommendations. However, if a donor cannot be found to cover the printing costs, the guide could still be made available online and be accessible at the booth that way.

We knew that one of the most frequent questions was “where to eat lunch near the Convention Center,” so we also created a “Downtown Denver Lunch Options” flyer. This two-page list was decided upon late in the process; however it was easily compiled from the main restaurant guide. This list was only made available in hard copy and was included in the materials contained in the registration bags. The two-page list was printed in black-and-white, due to cost considerations, and the printing was donated by a local law firm (in 2009 printing was handled by AALL Headquarters, but that option was not available in 2010).

Creating and Maintaining the LAC Wiki
While not an official AALL resource, the LAC’s for the past several Annual Meetings have opted to have an LAC wiki. You’ll need to find someone to set it up and/or host it. Ours was set up by Sarah Glassmeyer, who set up the one for D.C. The wiki is a great place for local librarians to post information about favorite places—restaurants, happy hours, hikes, museums, music venues, etc. The feedback that we’ve received about the wiki has been really positive, and conference attendees seem to appreciate a local’s take. While everyone can play a role in posting to the wiki, the Hospitality Committee did take the lead in publicizing it to local librarians using e-mail blasts and Twitter.

Preparing Information for the Hospitality Booth at the Convention Center
The hospitality booth volunteers relied upon a combination of online and print resources to answer questions at the hospitality booth. We did not reprint our online guides, with the exception of the Restaurant Guide, because the volunteers had a computer available and could refer to the guides online. However, we did compile additional print materials the volunteers could have right at their fingertips.

The local convention bureau provided local maps, brochures, and public transportation guides. AALL works with them to obtain these materials, and they are delivered directly to the hospitality booth.

In addition, we created three notebooks for the volunteers:
1. General Conference Information
   - Emergency Contact Information for Hospitality Co-Chairs and all other LAC Chairs
   - Volunteer Schedule
   - Volunteer FAQ’s, such as information on obtaining their badge, storage for personal belongings and the location of the AALL office within the Convention Center
   - Conference FAQ’s, such as where is the nearest ATM/bathroom/pay phone/first aid station/drug store
   - Conference Info
     - Schedule at a Glance
     - Closing Banquet Menu
     - Convention Center maps
     - Final Program
   - Hotels - Maps of and contact information for conference hotels
   - Library Tours - Logistical information, including meeting spot and time, contact information for the tour coordinator, and registrants’ names. People who wanted to join a tour, but hadn’t signed up in advance, were advised to stop by the tour departure area to see if there is space available because of no-shows. (NOTE: Make sure you have a list of tour attendees and/or the total number signed up in case additional people ask about signing up for tours at the hospitality booth. Some tours will have people drop out so there may be room for late-comers.)
   - Family Social Hour
   - Other Activities - Print outs of e-mails sent to Law-Lib announcing unofficial activities (such as the fun run and blogger meet up) that might not be mentioned in the final program.

2. Dining Information
   - Dine-Arounds Information
     Ask the Dine Around coordinator to provide a master list of restaurants, registrants, and logistical instructions to put at the booth in case people have questions on site. We did have several people come up to the booth Saturday wondering if there were any openings. Also make sure you have cell phone numbers for the dine-around hosts.
   - LAC Restaurant Guide
   - Lunch Options Guide - We also included menus from each of these restaurants so people could review them.
   - Family Friendly Dining - We printed a guide from the VisitDenver website that highlighted good choices for families.
   - Other Dining Guides - We printed several guides from locate magazines and newspapers that highlighted the top Denver restaurants.

3. Sightseeing/Guides
   - The Survival Guide
   - Places of Worship (Including the times they hold services during the convention)
   - Family Activities (printed from the VisitDenver website)
   - Walking Tours (printed from various Denver organizations)
   - Brewery Tours (printed from various Denver organizations)
   - Art (guides to locate public art, published by the city of Denver)
We kept laminated quick reference sheets right on the counter for easy access: Hospitality Booth Hours, Lunch Options Guide, Conference Schedule at a Glance, Places of Worship, and Convention Center Meeting Room Level Map.

Blank sheets of paper were at the front of the General Conference binder so that volunteers could add additional information, e.g., the location and hours of operation of the shipping service. They could also write down questions for which they did not have an answer, along with the contact information of the person asking the question. One of the co-chairs would find the answer and get in touch with the person.

We also provided some other items for the booth: basket for raffle drawing entries, pens, post-it notes, Kleenex, paper towels and candy, and copies of 5280 (local magazine about Denver).

AALL provides the computer with an internet connection, printer and paper, a sign with hospitality booth hours, and a sign thanking raffle donors and printing sponsors. They also have office supplies, such as pens, tape, and a three-hole punch available.

Before the conference, we compiled a list of useful internet links (the LAC website, the conference website, the bus/light rail schedule, etc.) and saved them as favorites on the hospitality booth computer on Friday afternoon. Throughout the conference, the volunteers added favorites to help them quickly access information.

**Obtaining Items for the Daily Raffle**

Solicitation: We solicited local businesses for donations, but were not successful. Instead, we relied on the local library community for three raffle items. Our association, CoALL, donated a gift certificate to the Tattered Cover Book Store, DU Law School donated a Colorado Basket, and several wonderful law librarians in Wyoming put together a Wyoming Basket.

Entries: We provided slips for members to complete with their name, affiliation, and local contact information. Members could also drop in a business card, but booth staffers needed to remind them to include a cell phone number or local contact information.

Times for drawings: The drawings were held at 1:00 pm on Sunday, Monday, and Tuesday. Winners were contacted and notified that they must pick up their prize before the booth closed on Tuesday afternoon. Fortunately all raffle winners picked up their items in time.

Security of baskets: We kept the items under the booth in a compartment that had a sliding door.

**Scheduling Staff at Booth in Convention Center**

The LAC volunteer chair will provide you with names of people volunteering to help staff the Hospitality Booth. We requested 60 volunteers, received 42 names, and ultimately scheduled 36. We were fortunate that several people were generous enough to volunteer for multiple shifts so we were able to have full coverage at the booth.

We relied heavily on CoALL members and the local law library students for volunteers. If you recruit anyone on your own, be sure to have them fill out a volunteer form so the volunteer chair has their
information for the master list. Volunteers can receive an “exhibits only” badge, but cannot attend any programs unless they pay the regular registration fee.

We received the list of volunteers in late May. At that point, we sent an e-mail to those who had volunteered by that date, thanking them for volunteering for the Hospitality Booth and asking for their shift preferences. We included an attachment listing the slots available and asked them to check their meeting schedules and respond indicating which shift(s) they wanted by rank (1st, 2nd, 3rd choice, etc.). We continued to get additional volunteer names, and those people received individual e-mails asking which of the remaining slots they would prefer. We also encouraged people to volunteer for more than one shift, and most did.

Before setting your schedule, verify with AALL staff what the hours are for the Hospitality Booth. Hospitality hours are generally the same as Registration hours, but there are some differences. Make sure to confirm the hours just before you begin scheduling volunteers. We decided to make two-hour shifts, most with three volunteers. In the past they have used three-hour shifts, but we thought we might get more volunteers if the shifts were shorter.

Having co-chairs for Hospitality was very beneficial as we were able to share the duties and responsibilities. We stopped by throughout the day to make sure things were going smoothly and to answer any questions that had come up.

Sample Schedule:

<table>
<thead>
<tr>
<th>Friday, July 9</th>
<th>Volunteer 1</th>
<th>Volunteer 2</th>
<th>Volunteer 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00 – 5:30</td>
<td>Jennifer Chang</td>
<td>Mariann Storck</td>
<td>Anne Lucke</td>
</tr>
<tr>
<td>5:30 – 7:00</td>
<td>Rachel Compton</td>
<td>Diane Kulesa</td>
<td>Anne Lucke</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Saturday, July 10</th>
<th>Volunteer 1</th>
<th>Volunteer 2</th>
<th>Volunteer 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 – 8:30</td>
<td>Esti Shay</td>
<td>Georgia Briscoe</td>
<td>Mike Bouche</td>
</tr>
<tr>
<td>8:30 – 10:30</td>
<td>Esti Shay</td>
<td>Cathy Eason</td>
<td>Mike Bouche</td>
</tr>
<tr>
<td>10:30 – 12:30</td>
<td>Karen Selden</td>
<td>Jennifer Hayden</td>
<td>Bev Agnew</td>
</tr>
<tr>
<td>12:30 – 2:30</td>
<td>Dan Baker</td>
<td>Mariann Storck</td>
<td>Yolanda Maloney</td>
</tr>
<tr>
<td>2:30 – 4:30</td>
<td>Dan Baker</td>
<td>Katie Lynn</td>
<td>David Selden</td>
</tr>
<tr>
<td>4:30 – 6:00</td>
<td>Renee Meade</td>
<td>Brooke Jennings</td>
<td>Anne Lucke</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sunday, July 11</th>
<th>Volunteer 1</th>
<th>Volunteer 2</th>
<th>Volunteer 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 – 8:30</td>
<td>Kimberley Dickey</td>
<td>Georgia Briscoe</td>
<td>Malcolm Williams</td>
</tr>
<tr>
<td>8:30 – 10:30</td>
<td>Amy DelPo</td>
<td>Thomas Hanley</td>
<td>Katie Lynn</td>
</tr>
<tr>
<td>10:30 – 12:30</td>
<td>Amy DelPo</td>
<td>Thomas Hanley</td>
<td>Jennifer Chang</td>
</tr>
<tr>
<td>12:30 – 2:30</td>
<td>Esti Shay</td>
<td>Martha Campbell</td>
<td>Pat Wagner</td>
</tr>
<tr>
<td>2:30 – 4:30</td>
<td>Yolanda Maloney</td>
<td>Bev Agnew</td>
<td>Renee Meade</td>
</tr>
<tr>
<td>4:30 – 6:30</td>
<td>Sarah Knight</td>
<td>Joan Stringfellow</td>
<td>Renee Meade</td>
</tr>
</tbody>
</table>

You may want to ask volunteers to track the number of questions they answer, although we did not do this in Denver (nor did they do so in DC). However, the information could be useful for future planning.
and volunteer scheduling. It seemed that shifts on Friday, Saturday, and Sunday were extremely busy, along with mid-day on Monday and Tuesday.

**Closing Banquet Table Reservations**

*The Closing Banquet may not go forward next year, but these were the instructions provided to us by the 2009 Hospitality co-chairs:*

Pam Reisinger provides a map of which tables are available for reservation. AALL members select the table(s) they want, and the Hospitality Booth staffer:

- Writes their name on the paper table chart
- Gives them a small numbered envelope containing a pack of tickets numbered 1 to 10
- Instructs the member to distribute the tickets to his/her tablemates.

One individual should be responsible for transferring the handwritten information to the spreadsheet on a computer (either your laptop or the booth’s computer.) from Friday afternoon until the deadline, which is noon on Monday. Print out the spreadsheet and give to Pam Reisinger. To cover all bases, sort the spreadsheet by both table number and alphabetically by name (in case someone was looking for Jane Doe’s table and didn’t know the table number).

**Closing Banquet Reservations**

The Hospitality Booth is in charge of administering the Closing Banquet reservation system. There are three physical elements to this, each described below:

1) The map/diagram of the banquet hall, designating which tables are available for open reservations and which are excluded (i.e., have been reserved for VIP’s staff, etc.). The master copy will be kept in the notebook at the hospitality booth. This master will contain the markings indicating which tables have been reserved and which are still available.

2) The list of those who have reserved tables. This list will be kept in the notebook at the Hospitality Booth.

3) The envelopes, each of which will be numbered and will correspond to a particular table. These will contain 10 slips of paper, one for each chair available at the reserved table.

*** PLEASE REMEMBER THAT INDIVIDUAL SEATS CANNOT BE GIVEN OUT. ONLY GIVE OUT ENTIRE ENVELOPES. EACH TABLE SEATS 10 PEOPLE. IT IS UP TO THE PERSON TO FILL HIS OR HER TABLE.***

**Procedure:**

1) An attendee approaches the booth and indicates that he/she would like to reserve a table for the Closing Banquet.

2) The booth staffer shows the attendee the master copy of the map/diagram. The tables will be designated by numbers (reserved tables will have an X through them).

3) The attendee chooses a table.
4) The booth staffer places a mark through that table on the master diagram and pulls the envelope with that table number from the box of envelopes and gives the envelope (with the 10 slips of paper in it) to the attendee.
5) The attendee’s name is recorded on the list in the folder with the name of attendee and table number clearly indicated.
6) Deadline for reserving tables was Monday, July 27, 2009, at noon.

Volunteers
Esti Shay
Recruitment and Advertising
Advertising occurred primarily in two waves, the first in the last week of January and first week of February, and the second in May to catch people whose schedules were not set during the earlier wave. This may have been unnecessarily early, but we were concerned about getting the word our early, because of the small size of our chapter.

Advertising tactics:
1. CoALL members – I sent notices to our listserv and made announcements at events. Phrasing of the e-mails focused on recruiting by word-of-mouth and talking to colleagues they learned were going to be in town. I also highlighted the volunteer opportunities that would not directly conflict with the conference itself, for those who might only get a day or two away from work to attend. I also wrote two articles for our local chapter newsletter, the Scuttle.
2. AALL members –
   a. Law-lib listserv announcements – Announcements were sent in January and May
   b. Article in Spectrum
3. AALL local chapters – I e-mailed the standard announcement to chapter listservs and the list managers where available. Not all chapters made their listservs/managers available to non-members.
4. RMSLA – Since we’re a small chapter, we advertised the Exhibit Hall pass option to the local SLA chapter through their e-mail listserv and received some volunteers that way. We felt this was particularly important for recruiting hospitality volunteers.
5. AALL’s own advertisements – Periodically, AALL sent out its own reminders about the Annual Meeting and included my contact information but used their own standard language about volunteer opportunities, which did not match mine (they always listed the newspaper, but Meg handled her own recruitment).
6. Recruiting public librarians at a DU seminar – I designed a simple flyer for Patty to hand out at a workshop for public librarians, in case we could get some last minute volunteers.

Committee chairs gave me the following estimates:
- Tours – 8-12
- Family social hour – 3
- Opening reception – 10
- Closing banquet – 10
- Hospitality – 60 (but Hospitality got about 40)
- Registration – 40 (but Registration got about 60)
- Bag-stuffing – 20
Registration
Theresa Baker set up a registration form on the conference website. By the end, I had added a few extra questions to those required by AALL, included committee descriptions, and made some questions required. Here are the fields we used:

- Name
- Organization
- Address
- Email
- AALL Member?
- Registered for Annual Meeting?
- [Committees selected – multiple choice]
- Preferred method of contact during conference (e-mail, cell phone, or hotel number)
  - Cell phone or hotel number
- How did you hear about volunteering? (multiple choice w/“Other” option)

Registrants were allowed to select multiple committee options, as well as “Anywhere I’m needed.” Copies of each registration were forwarded to my e-mail account once submitted, so I could catch any problems with submissions and compare registration timing to advertising timing. Theresa sent me the data as a spreadsheet when I started working on task assignments and sent updates as I requested them. Volunteers who were recruited at the last minute by committee chairs were not added to this master list until after the conference when I specifically requested the names for AALL. The only committee without enough volunteers was Hospitality. I continued to get last-minute volunteer registrations after submitting the assignments to committee chairs, all only interested in Registration, so I forwarded them along for a while but finally shut down the form in mid-June, replacing it with a message that all the committees were covered except Hospitality. Even so, I still got e-mails up through the day before the conference started, asking if we still needed help for committees besides Hospitality.

Evaluating Responses
I did not find anything marked in the timing of volunteer registrations that could indicate that one particular advertising pitch was more effective than the others.

Upon review of our final question – “How did you hear about volunteering?” – I found the following:

- 21.8% selected “Other” or did not select any option. Some gave a description that could fit into another category. The parenthetical percentages below are adjusted to include those who selected “Other” but gave an answer that was covered by the other options.
- 22.4% (23.7%) selected “Always volunteer” (which I included on the assumption that they would not need the extra outreach and likely would seek out the volunteer form on their own).
- 20.5% selected “Chapter listserv” (18 of those 32 were from CoALL). In hindsight, I should have specified AALL chapter, because some RMSLA members might have selected this option.
- 14.7% (18.6%) selected “Friend or Colleague.”
- 17.3% selected “Law-lib” – I expected this number to be higher, but judging by the timing I venture to guess that many of those who selected “Always volunteer” volunteered after the first Law-lib advertisement.
- Only two respondents cited CoALL’s newsletter, Scuttle, and four cited Spectrum. DU’s law librarian fellowship program required their students to participate, so three cited school. Eight
Challenges and Suggestions
My predecessors had an automatic reply set up for registrations, and I wish I had done the same. I also recommend using a database that the volunteer coordinator can access on her own, rather than through an intermediary. Google Docs’ new Form feature seems like an ideal option.

We were short on Hospitality volunteers. I only assigned people who selected the task on their form or selected “Anywhere I’m needed” and listed an address in Colorado. Then I contacted locals who volunteered for Registration (since we had so many Registrations volunteers) to ask if they were willing to switch. Some Coloradans were hesitant to take shifts because they did not feel they knew Denver well enough, and some out-of-towners selected the committee without reading the committee description. I recommend that either the Volunteer coordinator or the Hospitality coordinator contacts all out-of-town Hospitality volunteers before scheduling to verify that they have local knowledge.

In addition to asking committee chairs how many volunteers they need, also ask when they will need their volunteers. We did not designate a deadline for sending out assignments, and unfortunately all the chairs started asking for their volunteers during my second advertising phase.

Standard procedure aside, if I had had more time and different skills, I would have taken an entirely different approach to coordinating volunteers. Based on the idea that people might be more interested in volunteering for certain days or times than for a certain task, my dream was to create a master schedule for all the committees that would allow people to volunteer for the specific time slots that worked for them. For those flexible and generous enough, there would be a “Put me anywhere I’m needed” sign up form as well.

VIPS
Karen Selden & Patty Wellinger

The Local Arrangements Committee was asked to supply Headquarters with a list of local VIP’s in April 2010. The VIP’s would be sent invitations from the president to attend AALL with a free program registration. Although not initially stated in the request, very specific format information was required for their names, titles, and contact information so it would be best to check with Kim Rundle to see what she wants before submitting the list.

The Committee solicited names via the local CoALL chapter newsletter. We came up with a list of 35 people: presidents/chairs of other CO library or legal associations, the deans of the two area law schools and library school program, managing partners of several of the large law firms (we asked those whose staff were involved in the conference), etc. Of the 35 people, only one accepted the invitation. We had a volunteer make contact with her prior to the Meeting and offer to escort her to the Opening Reception and/or Keynote Address, but she declined.

PR and Marketing
Holly Pinto & Patty Wellinger
PR/Marketing was accomplished in several ways in addition to the material posted on the website, blog, or FaceBook pages. Holly wrote a welcoming article about Denver to be included in the DC conference newsletter and we also posted it on the LAC website. We requested a “Welcome to Denver” letter from the mayor’s office, which was included in the newsletter and posted on the website. (The governor ignored our request to issue a proclamation on law librarians for the week of the conference).

Three articles by various authors were submitted to the AALL Spectrum—things to do in Denver, things to do outside of Denver, and a conference survival/travel guide. Be sure to check with the Spectrum editor early on as the deadlines for these articles are 2-3 months prior to actual publication.

We submitted news items (paragraphs on different subcommittee areas with appropriate links) to Pam Reisinger to incorporate into the e-mail Annual Meeting Updates sent to all AALL members. Those updates were produced February, March, April, May, and June 2010.

The LAC committee spent $100 to purchase 150 ribbons to be used by Colorado locals (and also some previous CoALL members) at the conference. The ribbons were peach and said “Colorado Question? Ask Me!” After the conference I sent one to the AALL Archives person who had contacted me for a copy of any unique materials that we might have to add to their exhibit. The ordering, etc., was done by Heidi Letzmann at AALL Headquarters.

2009-2010 LAC Committee Contacts

<table>
<thead>
<tr>
<th>Co-Chairs</th>
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<th>Patty Wellinger</th>
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<td>VIP’s</td>
<td>Karen Selden</td>
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