The co-chairs for the committee were selected by then President-Elect Jean Wenger in June 2011. This allowed the co-chairs to shadow the conferences in Philadelphia 2011 and Boston 2012. Most sub-committee chairs were in place by January 2012 allowing them to shadow their counterparts leading up to the Boston conference. This was extremely useful in helping us prepare for the meeting in Seattle.

Committee members primarily communicated with the group through My Communities. We also had periodic in-person meetings. Committees were split up so that each co-chair was the primary contact for selected subcommittees. Generally, both co-chairs were involved in and copied on most committee communications.

Publicity during the Boston conference was primarily arranged by the LAC co-chairs with assistance from our newly appointed Publicity Chair. We had volunteers from around the country (since many of our Seattle colleagues were not able to attend the meeting in Boston). We had daily Seattle themed raffles. Most people were not interested in taking brochures or maps, but enjoyed perusing the literature, magazines, and brochures we had on display. We built a strong following on Twitter during the Boston meeting and continued Twitter activity through the end of the Seattle meeting.

We had a very active website primarily populated with content from our Restaurant Guide and Hospitality committees. We had a Facebook event and Pinterest board set up by the AALL Director of Membership Marketing and Communications. In addition to articles in Spectrum, we supplied news for the monthly Annual Meeting email Updates to the Director of Meetings. As for the Daily Paper, while there was discussion of discontinuing it the two years prior to our meeting, we ended up producing a daily paper that received a lot of positive feedback.

Library Tours were also very popular. We learned a lot from our predecessors and tweaked how they were arranged so that they went very smoothly. Eighteen new exhibitors (several from the Pacific Northwest) were at the meeting. We recruited an amazing group of volunteers who helped to make registration go as smoothly as possible. And our amazing Hospitality committee and volunteers did an excellent job of creating a welcoming atmosphere where attendees felt comfortable asking questions about the Seattle area.

There were a couple of committees that future LACs may consider restructuring. Family Activities developed a family activities guide; however, future committees may consider folding the committee in with the Hospitality group who are primarily in charge of developing guides. We also discussed discontinuing excursions due to the declining interest and response over the past several years. Due to lack of initial response to our RFP, our Excursions chair created a page
with a list of possible tours that was helpful to many of our members. Overall, excursions were not very popular and several were cancelled.

A much more detailed report will be submitted to the chair of the 2014 Annual Meeting and the Director of Meetings.

Respectfully Submitted,
Tina S. Ching
Rita Dermody
Co-chairs, 2012-2013