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TO: Board of Directors
FROM: Seattle Annual Conference Planning Committee
DATE: 4 May 2007
RE: SLA 2008 Seattle Conference Planning Committee Update

Background Information: The Seattle conference planning committee has been meeting regularly by conference call since the Leadership Summit in January.

As reported earlier we selected a theme, "Breaking Rules, Building Bridges." This theme emphasizes the changes in our association; changes involving breaking with tradition while at the same time reaching out or "building bridges" to a broader information community.

The conference committee has devoted our time to selecting keynote speakers that resonate with this theme. We have selected two keynote speakers. Both have accepted offers. We have one signed contract in hand and are awaiting a signed contract from the other very soon.

Our Wednesday, closing general session speaker will be Seth Godin. Mr. Godin is an author of seven bestselling books on marketing, change and work. Some say his book, "Unleashing the Ideavirus," downloaded more than 4,000,000 times is the most popular ebook every written. "The Purple Cow," a New York Times and Wall Street Journal bestseller tells companies how they can transform themselves by becoming remarkable. Seth Godin comes highly recommended by many of our members who have heard him speak.

Our opening session keynote speaker has accepted the engagement, but at the time of this report has not signed a contract. We hope to announce the name in June.

We added two members from the Seattle area to our team, Barbara Wetzel and Julie Cook. The entire committee is cooperating and working very well together. It will be great to be together face to face when we meet with the planners in June as we continue the planning process towards an exciting 2008 Annual Conference, utilizing the new model approved by the Board last year. We continue to benefit by the guidance of the Association staff, Kristin, Akisha, DeVonne and John Lowery.

Financial Impact: Enormous

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