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TO: Board of Directors
FROM: Centennial Commission and 2009 Conference Planning Committee
DATE: November 18, 2008
RE: Centennial and 2009 Annual Conference Update

BACKGROUND INFORMATION: The official planning for SLA's Centennial Year celebration began in January, 2007, with the appointment of the Centennial Commission and 2009 Conference Planning Committee by then president Rebecca Vargha with the concurrence of then president-elect Stephen Abram. The decision to have one body responsible for planning the year-long celebrations as well as planning the 2009 annual conference was made to ensure consistency and continuity. Although it has been a lot of work, the wisdom of that decision is about to be demonstrated as we approach the kick-off of the year-long celebration at the Leadership Summit. To further ensure integration of goals and singleness of purpose, 2009 president Gloria Zamora has been involved in the Commission's meetings and discussions since her election in 2007.

This is the first official report to the Board since the June 2008 Annual Conference. To recap to that point: our vision was and is to use the Centennial celebration to make SLA members—and potential new members—proud to belong to this Association and to be in our profession. Our goal is to focus on our future, while at the same time commemorating our past. Another goal is to ensure that our units, especially chapters and divisions, actively participate in the celebration. We hope to involve every single SLA member in the celebration in one way or another.

We chose a single theme for the year and for the annual conference:

Information to Inspiration: Knowledge & Vision Shaping the Future

We want all of the events surrounding the Centennial year to promote our members and our profession to our constituents, our bosses, the professional world, and the public at large. We will emphasize knowledge, vision, and leadership.

Following the June 2008 conference, the work of the Commission shifted into high gear. The Commission was reconstituted and Lynne McCay was appointed Vice-chair for Annual Conference Planning. Bill Fisher was appointed to the Commission as Vice-Chair for Centennial Activities (essentially those not pertaining to the annual conference sessions). After giving thorough consideration to the response from unit leadership, we made the decision to scale back the plans for the gala party at the annual conference, and that was probably a good decision considering the economic downturn. Cara Schatz and Jeff Leach, both on the SLA staff, were appointed to the Commission to help with communications and promotional activities. A budget for Centennial events was submitted.

UPDATE ON ACCOMPLISHMENTS AND PLANS:

1. A **video contest** on the information profession/professional of the future was announced October 31, 2008. Tamika McCollough and David Cappoli did the leg work to create the contest. They developed the rules and categories, with input from the Commission, and they worked with staff on

the promotional plan. There are two categories: one for professional members and one for student members. Prizes total \$10,000. The videos will be previewed at the Leadership Summit and all members will get to choose the winners by online voting in February.

2. The **Centennial website** was launched in November, 2008. Karen Kreizman Reczek, Stacey Greenwell, Jeff Leach, Patricia Cia, and others worked on various parts of the website. It is the portal to all things Centennial. There are stories about info pros, visionary statements by leaders, several lists of 100 (influential librarians, innovations, etc.), and much more. There are audio components and there will be video. You can hear Guy St. Clair read excerpts from his *SLA at 100*. There is a way for chapters and divisions to submit content about their celebrations, as well. Everyone should consult the website frequently for updates throughout the year.

3. Dav Robertson prepared a brief piece summarizing events/activities for *Information Outlook's* December issue. The February issue will focus on the Centennial.

4. The **Leadership Summit** in January will serve as the kick-off for the Centennial Year. Kristin Foldvik and Tom Rink, from the Commission, and others on the Board, and Linda Broussard have planned an inspiring set of events to get us going. Guy St. Clair is going to set the stage by giving us highlights from his history of SLA (and he'll do a book signing). Stephen, Gloria and Janice will give us their visions for this year and the future. With the Georgia Chapter, there will be a special Centennial/networking reception in the evening. The video contest entries and the traveling exhibit will be featured.

5. The "first draft" of the **traveling exhibit** was sent to the Commission around the first of October--and it was fantastic! It's approximately 3' x 4' and 3-dimensional, like a collage with artifacts, photos and text attached. A really neat feature is a digital screen in the middle where photos rotate in and out. When the exhibit is sent to chapters, the chapters can load their own photos into it for a local touch. Then, all of the photos will be archived for the permanent exhibit. There is a stand for it and there are supplementary panels. The display will be unveiled at the Leadership Summit and featured at chapter meetings, the Annual Conference, and at IFLA in Milan. Patricia Cia and John Latham have led this project, with the development done by a graphics firm.

6. Work is well underway on the **oral history** project, in conjunction with the SLA Fellows. Karen Reczek, Lynne McCay, and Susan DiMattia have the lead on this, and Jean Scanlon has agreed to be the manager. They've developed the list of questions and a list of interviewees, and they're working on a training session to be given in Savannah. The oral histories will be available through the Centennial website.

7. In addition to these events, plans are underway for other (mostly web-based) events--such as recognition of past, present, and future leaders--so there will be something happening **every month**. The global community is being brought into the celebrations. There will be a wrap-up, online forum towards the end of the year to follow up the Bretton Woods meeting. Bill Fisher is coordinating these efforts.

8. Staff members are contacting various international dignitaries for words of greeting, and they're working on various **promotional** ideas. We're still considering a number of other activities, throughout the year, including a possible time capsule and ringing the bell at the New York Stock Exchange. Posters and other memorabilia are under development. Cara Schatz, Jeff Leach, and Deb Rash are leading these efforts. John Larrier, our strategic partners' representative, has been our voice of reason all along, giving us his sage advice and keeping us on an even keel. DeVonne Parks facilitated the production of Centennial US postage stamps which have been for sale since the June 2008 annual conference.

9. Last--but foremost!--the **Annual Conference** planning is all but done! Lynne McCay has done a super(b) job of leading the planning committee, which has included most of the Commission members and Justine Wheeler who is in charge of the contributed papers. Kristin Foldvik, DeVonne Parks, and Akisha Edogun have been indispensable! Lynne was masterful in keeping the planners on target, with the assistance of all the Commission members who acted as liaisons to the units. The division and other unit planners have created a remarkable set of sessions on the theme "Information to Inspiration: Knowledge & Vision Shaping the Future." At this conference we decided

to do something a little different: we will have a keynote speaker on Sunday, but on Wednesday, we will have a keynote panel discussing innovation. They represent several fields and they will be interviewed by a well-known news person. Also, throughout the conference, there will be a variety of activities celebrating the Centennial, including a cake-cutting at the opening, a special reception following the opening general session, the awards/leadership reception at the Library of Congress, recognition of notables interspersed amidst everything, and a few surprises thrown in. The D.C. Chapter's Local Planning Committee is also well underway with additional plans to make this conference memorable.

Besides the people named, many other SLA members have helped with the plans through serving on subcommittees or offering suggestions. Chapters and other units are making plans to celebrate the Centennial, too, and we're helping advise them. The Centennial website has a link to the Centennial Commission's wiki which includes ideas for units to use in celebrating the Centennial.

It is now the beginning of our Centennial Year. Let's recognize our past and launch ourselves as the info-pioneers of the 21st century! Let the celebration begin!

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Respectfully submitted:

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