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**TO:** Board of Directors  
**FROM:** Libby Trudell, Chair, 2011 Conference Planning Council  
**DATE:** 12 November 2009  
**RE:** Report on 2011 Conference Planning Activities

**BACKGROUND:** The 2011 Conference Planning Council was formed in July 2009 by Anne Caputo, President-Elect and Libby Trudell, Council Chair with the following members:

- Janice Anderson, Access Sciences Corporation, Houston, TX
- Jan Chindlund, Columbia College Chicago, Chicago, IL
- James King, National Institutes of Health, Bethesda, MD
- Lynn Schlesinger, Infotrieve, Inc. Wilton, CT – Vendor Liaison
- Jill Strand, Maslon Edleman Borman Brand LLP, Minneapolis, MN
- Libby Trudell, Dialog, Sunnyvale, CA - Chair

Following the board election in October 2009, Mary Ellen Bates, incoming Division Cabinet Chair-Elect and Cindy Romaine, incoming President-Elect joined the council. Nancy Linwood also joined on an informal basis as liaison for the Philadelphia as the host Chapter.

During August and September, the council established a wiki and engaged in virtual brainstorming on conference themes and concepts. Prominent themes included: innovation, evolution, inclusion and knowledge. On November 5<sup>th</sup>, the council met via teleconference to hear Cindy's vision for her presidential year.

**RECOMMENDATION:** The council submits as the main conference theme: *Future Ready*. This will reinforce Cindy's presidential year themes. The council further recommends establishing 3-4 key sub-themes which would provide guidance and context for conference planners. These are still under formulation and will be reviewed with the planners at the January meeting, but likely sub-themes are:

- Future Ready: Strategic alignment and communicating value
- Future Ready: Knowledge sharing and collaboration
- Future Ready: Innovation and use of new technology

We are still discussing how the theme and sub-themes fit with the "Spotlight" concept, as existing guidelines for program slots available encourage divisions to submit joint programs. Division planners will also be encouraged to include case studies in effective delivery of services in their programming.

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