At the Houston conference, the roundtable sponsored a panel discussion entitled, "This Isn't a Ranch So Why Do We Need a Brand?: Public Relations and Marketing." Moderated by Bella Gerlich, this well attended session featured three speakers: Carole Cable, Andrea Lapsley, and Mara Benjamin. Attendees heard about practical experiences in academic, public, and museum libraries with building unit identity for beneficial results.

Attendance was extremely low at the annual business meeting in Houston, so low as to preclude any meaningful election of a new moderator. The current moderators, Bella Gerlich and Alfred Willis, agreed to continue as co-moderators during 2005-06. Despite the low attendance, discussion was lively and from it emerged five ideas for conference components in Banff.

On behalf of the roundtable, Bella Gerlich submitted five proposals based on those ideas to the planners of the Banff conference. None was accepted. The proposals were for three workshops and two panel sessions:

1. “The Time of Your Life™” (a time-management workshop intended to identify [a] what our time management habits are and [b] ways to better manage our time);

2. “Managing Stress” (a stress-management workshop intended to identify [a] how we cope and deal with stress and [b] ways in which we can improve our coping behaviors);

3. “Core Competencies” (a workshop designed to take participants through the process of implementing the core competency model into their organization, using the current draft of the core competencies standards for professionals in art library and visual resources fields developed by the ARLISNA Professional Development Subcommittee);

4. “Diversity Today and for Tomorrow”. (a panel discussion on diversity efforts, practices and programs in motion at various institution); and

5. “Brother, can you spare a dime? Fundraising Fundamentals” (a panel discussion featuring real-life stories of successful -- and not so successful -- fundraising programs, strategies, and techniques).

Over the course of the year, the co-moderators communicated by email and pondered the apparent disconnect between active communication in MIR and the apparent support for its mission (as reflected in many parts of the ARLIS/NAA strategic plan and session attendance at Houston). The rejection of all the
roundtable’s Banff proposals came as a surprise, and was seen by the co-moderators as likely to have a chilling effect on management-themed proposals at future conferences. As neither co-moderator is able to attend the conference in Banff, it is unclear what 2006-07 will hold for MIR. Looking ahead to the Atlanta conference, it seems advisable to reserve time at the annual meeting for a frank discussion of the future of this group within ARLIS/NA.

Submitted by: Alfred Willis (from material supplied by Bella Gerlich)