Annual Report 2010
ARLIS/NA Development Committee

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March 1, 2011

LEADERSHIP

The 2010-11 ARLIS/NA Development Committee members consisted of Laura Harris (Metropolitan Museum of Art), Holly Hatheway (Yale University), Suz Massen (Frick Art Reference Library), Darin Murphy (School of the Museum of Fine Arts, Boston), Kristen Regina (Hillwood Estate, Museum & Gardens), Beverly Mitchell (Southern Methodist University), and Sonja Staum (IUPUI Herron Art Library).

The Executive Board Liaisons were Tom Reidel, Treasurer (Regis University) and Kim Collins (Emory University). Deborah Ultan-Boudewyns (University of Minnesota) served as Local Development, Chair for the Minneapolis Conference. VRA Development Committee Co-Chairs were Emy Nelson Decker (University of Georgia) and Jesse Henderson (Colgate University). Billy Kwan, was the VRA Treasurer and Executive Board Liaison for the VRA Development Committee, (the Metropolitan Museum of Art), and Rebecca Moss, ARLIS-VRA Local Arrangements Co-Chair (University of Minnesota).

Sonja Staum (IUPUI Herron Art Library) served as Chair for the 2010-11 year. Sonja Staum will continue service as Chair for 2011-12. Rina Vecchiola (Washington University, St Louis) will be incoming Executive Board Liaison 2011-2012. Tom Reidel (Regis University) will serve as ARLIS/NA Treasurer 2011-2012.

ACTIVITIES

Financial Goals

The 2010-2011 year was one of many major transitions including a new chair, a new management firm, and coordinating development/fundraising activities with our VRA partners for the joint conference in Minneapolis. It was a very busy year to understand, coordinate, and maintain correspondence across the ARLIS/NA and VRA organizations, the Development Committee, and the Management firm. Much appreciation and credit is due to the past Chair, Barbara Rockenbach, and Executive Board Liaison, Kim Collins for all their support and assistance navigating through the Committee’s tasks.

This year saw a major shift in the management of the Development Committee activities. Based on the recommendations of the 2009-2010 Committee, and the
new management firms’ background and experience with advertising sales, it was determined that TEI would assume most of the work related to the Committee’s ‘asks’ process with prospects. This was a successful move for the organization. As per the Development Committee, and Executive Board 2009, Don McMurray/TEI took over most of the leg-work on the ‘asks’ to our prospects. Because of the joint conference with VRA, Don worked from a master ARLIS-VRA list that included over 500 ARLIS/NA and VRA vendors. Don made contact 2-3 times through the Fall and Winter (2010-2011) months with the vendors. The first contact was through a Save-the-Date announcement sent to his master list late October 2010, once the Prospectus-Exhibits and Sponsorship Opportunities had been finalized/approved by CPAC mid-October, 2010. Because of this new ‘ask’ approach, and in order to avoid duplication of vendor contact by TEI and Development members, Development Committee members were not involved in the actual leg work of the asks. Development Committee members’ primary role through the ‘ask’ process was to provide updates to the ARLIS/NA Prospect List and maintain existing longstanding professional relations. Once updates to the prospect list were received from Development Committee members, the Development Chair updated and forwarded to TEI to ensure TEI had the most current information. This updated list was sent summer, 2010 prior to CPAC and again in the Fall prior to TEI’s Save the Date and other vendor contact mailings. Closer to the dates of the conference Development members were asked to reach out to those longstanding ARLIS/NA sponsors with whom members might have a personal relationship and begin interacting on a more personal level in order to continue to cultivate a personal ARLIS/NA vendor relationship. A few Development committee members did make specific prospect requests Fall 2010. Those requests were honored and encouraged and those members made contact with their respective vendors. In consultation and collaboration with past Chair, Barbara Rockenbach, the Development Chair made individual contact with remaining longstanding ARLIS/NA sponsors with much success. Most of ARLIS/NA sponsors have continued their support of the Society.

A few of the longstanding sponsorship levels were changed for this joint conference. One such level of particular importance to the Committee’s fundraising efforts was the Society Level sponsorship. This is a $1,000.00 level sponsorship and one which suits many ARLIS/NA longstanding sponsors well. It would be useful to review this sponsorship level and reconsider including this for the 2012 annual conference. This level works well with tours, sessions, and coffee breaks.

As of the writing of this report, 2/23/2011, the revenue brought in via Awards, Sponsorships, and In-kind donations totals $44,150.00. This is an increase of $13,775.00 over 2010 donations. Please see the 2011 breakdown below:

**Development Committee:**
- Awards: $9,000.00
- Sponsorships/Chapter Donations: $33,750.00 ($30,000.00 prospects; $3,750 Chapter Donations)
- In-Kind: $1,400.00
- Society Circle: $12,070.00

**Exhibits/Advertising sales/Other (TEI)**
- Exhibitors: $40,450.00
- Extras: $7,825.00
- Program Advertisers: $4550.00
As of February 4, 2011 the Society Circle donations total $12,070.00 from 79 members. Amy Trendler has graciously taken on the responsibility of writing and sending Society Circle acknowledgement letters to all Society Circle donors. Nedda Ahmed maintained the updates for the Society Circle members posted on the website. As of the most recent Society Circle membership update from TEI late January/early February Amy had sent acknowledgement letters on behalf of the ARLIS/ARLIS President, and ARLIS Development to all current Society Circle members. Nedda posted the Society Circle membership updates to the site. An update will be taken again in the coming weeks and prior to the conference. Finally, Society Circle members will be invited to a special informal reception in the President’s suite as acknowledgement of their donation.

As noted above, early Fall 2010 a Save the Date announcement was drafted under consultation with CPAC and circulated by Don McMurray, TEI Director Advertising/Sales to all vendors across both organizations (ARLIS and VRA). Over 500 prospects were targeted. Don repeated follow-up contact with these prospects through the Fall and Winter months. As a result of the new approach to asks the new Chair of Development worked closely with TEI to sort out a workflow and a clearly articulated collaboration between the Development Committee and TEI.

Difficulties existed working across two organizations with unique members’ lists, prospects, and goals. Occasionally, the vast number of individuals involved in Development activities across the organizations resulted in communication conflicts and duplication of contact despite all efforts to avoid such incidents. As a result, at times persons needing pertinent information regarding prospects/asks, programming, sponsorships, sponsorship documentation and such were omitted from that communication flow, information was not disseminated efficiently and there was a need to backtrack and reorganize – and even renegotiate. One major donation conflict resulted between ARTstor and the VRA Foundation. Local Development was very successful in renegotiating the proposed sponsorships with these two major donors to a win-win resolve. ARTstor gave a $6,000.00 sponsorship towards the joint conference ($3,000.00 to the Welcome Party, $1,500.00 to the Jule Sigall plenary, $1,500.00 to the session, Transforming Publishing Practices in the Arts). The VRA Foundation also provided a $2,000.00 sponsorship towards the Jule Sigall plenary. F.A Bernett continued to sponsor the Leadership Breakfast at $2,500.00 as in years past. Saskia, Ars Libri, and Erasmus sponsored the Exhibit Hall/Silent Auction Coffee Breaks at $1,500.00, $2,500.00, and $1,000.00 respectively.

Most of the longstanding travel awards were granted again for the 2011 annual conference. Puvill Libro was the only exception. The Andrew Cahan Photography Award ($1,000.00), AskART Conference Attendance Award ($1,000.00), and the Howard and Beverly Joy Karno Award ($1,000.00) were promised for the 2011 conference. The Puvill Libros was not granted in 2010 nor in 2011.

The Research Awards were funded for 2011. The H.W. Wilson Foundation continued their sponsorship of $3,000.00 towards the H.W. Wilson Foundation Research Award. Worldwide Books also continued their awards sponsorship of $2,000.00 combined for the Worldwide Books Award for Publications, and the Worldwide Books Award for Electronic Resources.

The Samuel H. Kress Foundation Travel Award was a new revenue stream for 2010. In 2009, the Kress Foundation gave the Society $5000 to be used over the next five years to support ARLIS/NA members presenting at a European conference. This
award is to be given to one ARLIS/NA member per year at the $1000 level to help defray the costs of travel and lodging when the member is presenting at a European conference.

The International Relations Committee (IRC) has been encouraging relationships among ARLIS/NA members and our European counterparts. Chair of the IRC, Kristin Regina, oversaw the Kress Foundation Travel Award for 2010-2011. The IRC study trip will be in Mexico the week of August 22-26, 2011. The trip will start in Mexico City in order to collaborate and network with colleagues in Mexico, Latin America, and the broader international community during the IFLA satellite conference on art libraries (See Susan Craig’s posting on ARLIS-L from Nov 11 or their website http://www.ifla.org/en/news/art-libraries-satellite-conference-in-mexico-city-2011 for more information on the satellite conference). After the IFLA conference, the group will then visit Oaxaca and possibly one other location in Mexico (tbd). Clayton Kirking is spearheading the IRC trip to Mexico. The Kress Travel Award would be well suited for those presenting a paper at this international conference. While the award specifies that the conference should be in Europe, since IFLA is an international organization which often holds its conferences in Europe, it is hoped that this award will be offered to a qualified speaker for this IFLA program.

Two major fundraisers were held for the ARLIS-VRA conference. Because of the financial challenges presented by two separate organizations collaborating under one joint conference venue, and due to the organizations’ desire to share fundraising activities for the benefit of all, the organizations did not hold their traditional respective fundraising activities and/or receptions. As a result, the organizations identified two primary fundraising opportunities for members across both organizations. The two specific fundraisers were the The Founder’s Fete and the Silent Auction. Local Development was highly successful in identifying a full sponsor for the Founder’s Fete so that all proceeds from this fundraiser would benefit both organizations to the fullest extent. ARLIS and VRA members were offered a ticket of $40.00 to attend this fundraiser. The Francis V Gorman Art Fund of the University of Minnesota sponsored this event at $10,000.00. All money raised from ARLIS and VRA members’ tickets will be split across the organizations equally.

In years past, the ARLIS/NA Society Circle members had enjoyed special recognition during a high-profile event during the conference. The financial obligations/structures of collaborating fundraising across two organizations noted earlier in this report prevented such an exclusive event for the 2011 conference. However, due to the importance of these sponsorships to the Society’s professional development fundraising efforts, Marilyn Russell, ARLIS/NA President, will hold an informal gathering for Society Circle Members as a means to acknowledge the importance of their donations to the Society’s professional development goals and initiatives.

Despite the continued challenges presented by the difficult economic climate in the United States and abroad, the hard work and persistence of the Development Committee, the Local Development Coordinator, members of the Executive Board, and the involvement of the new management company, TEI, Inc, resulted in exceeding the Committee’s 2010-2011 budget goal of approximately $33,000.00.

The budget set for the Minneapolis conference was $33,000. As of February 23, 2011, a month out from the conference, all were able to raise $44,500 (including in-kind donations). Sponsors, while giving less than in previous years, continue to be
generous in their support of the Society. Most of our usual sponsors contributed this year. Outstanding asks still exist for a few of our traditional sponsors. However, this was counter-balanced by the generosity of local ARLIS and VRA chapters’; with almost all the ARLIS/NA chapters giving more than they have in previous years. As this is only the second joint conference with VRA previous comparative totals are not available at this time. The total Chapter Donations for ARLIS and VRA was $3,750.00 towards the Welcome Party. Last year’s model for Chapter Donation asks was followed with much success and appreciation to the good work of the chapter liaison, Vanessa Kam, and a continued organized outreach to the chapters by the Development Committee. The Development Chair drafted and circulated Chapter Donations reminders to ARLIS-L approximately every 6 weeks or so. Each reminder resulted in new Chapter Donations. Fourteen ARLIS/NA Chapters and five VRA Chapters donated to the annual conference Welcome Party. Boston (2010) saw thirteen chapter donations compared with twelve by the same period for Indy (2009) and five in 2006-07. As previously noted, the total dollar amount for this year is $3,750.00 which exceeds the $2,625 from 2010, and the $2,375, from 2009. Chapter Donations continue to increase year to year.

For the 2009-2010 Boston conference, the Society tried a new approach to local fundraising by presenting specific local prospects with tailored development opportunities (see attachment A). For instance, 2009-2011 EBSCO, the Institute of Contemporary Art, the Harvard University Press, and the MIT Press were presented with a menu of development options at different giving levels. Although this approach did not yield results, for 2010 Boston nor, 2011 Minneapolis, it is recommended that this approach be considered and more actively implemented for future conferences beginning with Toronto, 2012.

After two years prior of not being able to utilize the generous funds provided by Joan Benedetti and other ARLIS/NA members donations through the Alternative Voices Speakers Fund, I am pleased to report that the Alternative Voices Speakers Fund sponsored a speaker at this year’s 2011 conference. The ASVF sponsored the closing plenary, which will be held Sunday, March 27th, 3:30-4:30. The speaker will be Wing Young Huie. From the ARLIS-VRA web site: ‘Wing Young Huie is an award-winning photographer who has received international attention for his many projects that document the changing cultural landscape of his home state Minnesota. His best-known work is Lake Street USA, which in the summer and fall of 2000 transformed six miles of a well-known Minneapolis thoroughfare into one of the most remarkable public art projects in recent memory...’

As per the recommendations of the Development Committee, 2009, and in order to ensure that the ASVF is well managed and opportunities for speakers are promoted widely, increasing the utilization of this award, in consultation with Joan Benedetti (founder of the award), the Executive Board reviewed the management and eligibility process for the ASVF in the hopes of encouraging wider use. Recommendations were proposed and accepted by all. These updates to the ASVF management process and eligibility were inserted into the Conference Planning manual by V. Heidi Haas.

The Society Circle continues to be a vital and active part of the Society’s fundraising efforts despite the effects of a challenging economy. As of February 4, 2011, the Society Circle donations totaled $12,070.00 from 79 members. While these donations continue to show a decline across previous conferences this is still an impressive show of members’ support for the Society’s professional development initiatives. The figure for 2009-10 was $13,727; 2008-2009, $16,262; 2007-2008,
$12,955. It is anticipated that the total Society Circle donations for 2010-11 will slightly increase as we are a month out from the conference.

During the annual Development meeting in Boston, 2010 it was determined that a personal acknowledgment letter would go to each member making a donation to the Society Circle. Amy Trendler graciously accepted the responsibility of writing and sending Society Circle acknowledgement letters to all Society Circle donors. Nedda Ahmed maintains the updates for the Society Circle members posted on the web site. As of the most recent Society Circle membership update from TEI late January/early February Amy had sent acknowledgement letters on behalf of ARLIS/ARLIS Development to all current Society Circle members and Nedda posted the membership updates to the site. An update will be taken again in the coming weeks and prior to the conference. Finally, Society Circle members will be invited to a special informal reception in the President’s suite as acknowledgement of their donation.

The annual Development Committee meeting has been scheduled for Friday, March 25th, 12:00-1:30. The first half of the meeting will be a joint meeting with VRA Development counterparts for a conference debriefing. The remainder of the meeting will be designated specifically to each organization's respective Development Committee only.

**Non-financial Goals** – The goals below were set by the Development Committee, 2010, Boston and maintained for the 2010-2011 year. Because of the numerous transitions in place for the 2010-2011 year, only goals 1-4 were addressed throughout the year. Due to the transitional nature of the year and the immense volume of correspondence required throughout the year to coordinate Development activities with another organization it was not possible to address goals 5 and 6. As much of the management transitions have been resolved it is expected that the 2011-2012 year will allow for addressing additional issues related to the prospect database and planned giving. All six goals will be presented during the 2011 Development meeting in Minneapolis and reviewed/set to reflect the transition underway regarding TEI/Development’s roles, functions, and activities for the 2011-2012 year.

1. **Continue to update the “Prospects List” of contacts.**

   Goal IV: To strengthen and increase the effectiveness of ARLIS/NA’s activities and operations.

   Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

   This goal was a high priority for the committee and the important goal to expand the prospect list begun 2009-2010 was carried forward into 2010-2011. The Development Committee was sent the prospect list twice in order to capture the most current information concerning prospects. These updates were made to the prospect list maintained by the Development chair. This list was forwarded to TEI after each update.

   In addition, the coordinated development efforts of both organizations (ARLIS – VRA), led by TEI, contributed even more potential targets to the prospect list for the
2011 conference. TEI worked from a master prospect list which included over 500 combined vendors/prospects from ARLIS and VRA. As in 2010, fundraising efforts benefited greatly from the involvement of TEI and the expertise of Don McMurray. A productive and successful model is emerging for developing a pool of prospective targets for the Society. The Development Committee will continued to work with TEI to develop and maintain appropriate and current prospect lists, correspondence regarding prospects, as well as to determine the most successful workflows for soliciting and managing ‘asks’. In addition to maintaining relationships with longstanding ARLIS sponsors, it will be important to continue the work to cultivate these new prospects over the coming three-five years as many of these relationships take time to develop.

2. **Focus on recruiting new Society Circle members, educating the membership about the Society Circle, and increasing transparency about the Society Circle event at the Annual Conference. Work in collaboration with the Membership Committee to accomplish this goal.**

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA’s activities and operations.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

To achieve this goal, the Development Committee worked with the Membership committee to begin to educate our members about the Society Circle. Emails promoting the Society Circle and its purpose/goals were sent to the membership on ARLIS-L about the Society Circle throughout the membership renewal cycle. In addition, the Development Committee suggested the Membership Committee expand access to information in members’ records in order to share members’ interests more widely in respect to activities related cultivating prospects. This was completed.

We hope to focus on this goal in the coming year to expand membership. As reflected in the report’s narrative, both membership and donations dropped in the Circle this year. It is hoped that membership numbers can be increased 2012 and beyond. Finally, as this goal refers to the Society Circle event at the annual conference there will need to be discussion/resolution regarding the Society Circle event as a component of goal 2.

3. **Inform the Society about the committee’s activities through occasional postings and updates.**

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA’s activities and operations.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

Several emails were sent throughout the year to update the membership on the Development Committee activities (see attachments). Additionally, the Society Circle emails updated the membership on the committees fundraising activities. Finally, the committee will distribute an email about the conference sponsors closer to the conference dates.
4. **Create a public web presence for the Development Committee on the ARLIS/NA Web Site.**

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA’s activities and operations.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

Updates to the Supporting the Society link were provided as needed. Updates included revisions to the Society Circle membership forms and sponsorship opportunities like the Alternative Voices Speakers Fund and Society Circle membership, [http://www.arlisna.org/about/supporting.html](http://www.arlisna.org/about/supporting.html). The page contains information about the committee’s initiatives such as the Society Circle, the Alternative Voices Speakers Fund, and all the donor opportunities for individuals and organizations. We hope to leverage TEI’s expertise from working with multiple organizations to help us increase and improve the quality of the development web presence.

5. **Explore a database solution for the “Prospects List,” following up with the work done in the previous year on integration with MemberClicks.**

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA’s activities and operations.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

Given the many transitions combined with the extraordinary level of coordination and correspondence for the joint conference, it was not possible to pursue this goal. It will be transferred to the committee goals for the coming year. A prospect database, based on the template created by Suz Massen was developed by TEI. During the 2009-2010 year, the Development Committee worked hard to enter the data for the Committee’s prospects. However, when the database was tested for functionality 2010-2011 it was discovered that it was only capable of data input and not possible to retrieve the needed information for follow up work. The Development Committee will need to revisited the issue of a Prospect database with full functionality for 2011-2012.

Building on the good work Suz Massen did in the previous year, a prospect database for the committee was developed by TEI. Using the template Suz created in Filemaker, TEI was able to build a database for all our prospects. The committee worked hard to enter the data from the Microsoft Word document into the database. However, we never utilized the database because, as explained above, the committee turned over development “asks” to Don at TEI and he used TEI’s contact database to track the progress. As the committee and the new Chair works with TEI to create a workflow for prospects “asks” this database issue will be resolved.
6. Following VRA’s lead and work done in the previous year, explore the creation of a program for planned giving or estate planning via TIAA-CREF or other venues.

Goal IV: To strengthen and increase the effectiveness of ARLIS/NA’s activities and operations.

Objective B. Provide an efficient and effective organizational and financial structure to ensure the stability and health of the Society.

As per above: Given the many transitions combined with the extraordinary coordination and correspondence for the joint conference, it was not possible to pursue this goal. It will be transferred to the committee goals for the coming year.

ISSUES FOR THE EXECUTIVE BOARD

2010-2011, Minneapolis: The most important issue is to clarify – very early in the process – the communication lines/frequency/important dates to be sure that the Local Development and Program people are in close communication regularly with the Development chair/liaison, TEI, and ARLIS Treasurer. This was problematic in part due to the dual nature of the joint conference. A clearly defined flow chart of communication/reporting may be a useful tool for all.

Also, in retrospect, though the Development Chair is copied on notes from CPAC it may be useful to consider the presence of the Development Chair at CPAC in the future. Numerous cross conversations exist that involve Development (programs, budget, local arrangements) that make it difficult to capture/digest all that content from multiple people after the fact. Another suggestion might be to ensure that the Development Chair is in the loop on the programming/events/arrangements as soon as they are determined – or even to be updated as plans are being put in place.

While it may be necessary to make adjustments to Development’s longstanding sponsorship practice based on the conference venue, it would be useful to consider including the Development Chair in conversations related to setting the Sponsorship Levels for the Society (Prospectus) so that anticipated ongoing sponsorships from longstanding donors are understood in order to avoid the potential of losing such a sponsorship. The Society Sponsor at $1,000.00 was removed (finalized) from 2011 Sponsorship Opportunities document without the benefit of input from the Development committee. As a result, the Society did lose a few longstanding sponsorships at this level.

The 2010-2011 year had numerous high level transitions – new management firm, joint conference, and, an incoming Development Chair. Much has been learned throughout the year as to how to better manage Development in order to be more proactive for Toronto, 2012. Below are a few suggestions based on this past year for the Development committee in general, and, as a result of our new arrangements with TEI which may be of use to reflect upon:

*Review the Development Committee structure, membership, and membership roles as per functions with specific tasks (i.e., Development Committee Awards
coordinator, Local Development, DC Society Circle coordinator, DC ASVF coordinator, other?)

*Review of the Development Committee Chair terms, position – possible consideration for a Chair, and Vice-Chair position so there is some overlap – and the terms for the Chair might be best served in a longer terms (3-5 yrs??). This position can only provide the best service to the organization with a solid understanding of the Society, its sponsors, members, finances, and such. It requires a full year just to become familiar with the numerous layers of responsibilities and required correspondence in order to establish a birds-eye view and develop the higher level picture that is needed to guide the Committee and its activities. There was an intense amount of correspondence required for the 20010-2011 year, much in part because the conference was a joint conference with the Visual Resources Association. The need to coordinate fundraising efforts with the VRA created an added layer to the committee’s management and correspondence.

Finally, the key issues from Boston, 2009-2010 are important carryovers for the 2010-2011 year. These have been copied from the 2010 Development Committee Report and are listed below.

**2009-2010, Boston:** The key issues for the Development Committee in the coming year will be to determine the relationship and workflow for fundraising with TEI. As mentioned above, this year we realized the potential of having our management company more involved in the fundraising and necessary relationship development with our existing and potential prospects. Working out just how to divide these activities between TEI and the Development Committee will be an important issue for the coming year. Along with this issue, the committee and TEI also needs to decide how best to track prospect interactions. At present, prospect information exists in three places: 1) the Microsoft Word document that has been used for the last decade; 2) the database TEI built for the committee this fall; and 3) TEI’s contact database which contains sponsorship and exhibitor information. One of the first tasks for the new Development Committee chair will be to determine how to capture sponsorship data going forward.

Two areas seem crucial for the Development Committee in the coming years. We need to expand our prospect list and better articulate the value of ARLIS/NA to potential donors. Given the new technologies libraries and librarians are employing, there should be numerous technology vendors that would consider ARLIS/NA sponsors. It is recommended that we look to other organizations such as the Society of American Archivists, American Library Association, Association of College and Research Libraries, and museum organizations to see what vendors are exhibiting and donating at their conferences.

A final note: if our management company takes on more of the work of the Development Committee, planned giving activity on the part of individuals in the organization should also be considered. The committee recommends that a planned giving campaign be initiated by the management company in the coming years. As many of the members retire, ARLIS/NA provides a wonderful way to engage in charitable giving.

**ACKNOWLEDGEMENTS**
The committee wishes to thank the Minneapolis Conference Planning Committee, for all their hard work and efforts to ensure a smooth coordination of planning and development activities across two organizations. Their hard work and dedication is greatly appreciated.

Thanks go to Chris Roper, and Don McMurray, at TEI for their valuable assistance.

The Chair wishes to thank the members of the Committee for all of their fine service over the past year. Special thanks go to Barbara Rockenbach, Kim Collins, Deborah Ulan-Boudewyns, Amy Trendler, Suz Massen, Beverly Mitchell, Nedda Ahmed, V. Heidi Hass, Mari Russell, Jon Evans, Tom Riedel for their invaluable advice and support.

Respectfully submitted,

Sonja Staum
IUPUI Herron Art Library
**ADDENDUM**

Society Correspondence #1

**ARLIS Chapter Donation Email – below please find the call for Chapter donations which was sent to the Chapter Presidents/Chairs in coordination with Chapter Fall meetings and the reminder which was sent approximately every 6 weeks to ARLIS-L.**

November 1, 2010

Greetings ARLIS/NA Chapter Chairs and Presidents,

I am writing on behalf of the ARLIS/NA Development Committee. I would like to take this opportunity to thank you for your past support of the Society through your donations to the annual conference. I am writing to ask your Chapter to consider supporting the annual conference once again during our upcoming second joint ARLIS/NA - VRA conference which will be held in Minneapolis, MN March 24-28th, 2011. The conference will be held in the heart of downtown Minneapolis and will offer wonderful professional development opportunities for our members from networking with colleagues to informative sessions, workshops, and cultural events and tours. Please consider asking your Chapter to support our joint conference by a donation to the Welcome Party which will be held at the Walker Art Center, [http://www.walkerart.org/](http://www.walkerart.org/).

I look forward to seeing everyone in Minneapolis!!

Best,

Sonja

**ARLIS/NA Development Committee, Chair**

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Dear ARLIS/NA Chapters,

The ARLIS/NA 2011 annual conference in Minneapolis is fast approaching. As you know, the conference planning committee is hard at work putting together a wonderful conference for us this year. Each year the conference is supported by the generosity of ARLIS/NA Chapters. On behalf of the ARLIS/NA Development Committee, I want to thank the chapters that have generously donated to past conferences and those that have made donations to the upcoming Minneapolis conference. Last year the chapters donated a total of $2,425 making the Welcome Party possible. Chapter gifts ranged from $75 to $350.
Many Chapters have already made donations for the 2011 joint conference. For those Chapters that have yet to donate, the Development Committee asks that you consider a chapter donation for the Minneapolis conference. I am happy to send more information about the conference if that would be helpful.

Thank you for considering this and for all your support over the years. Those chapters interested in donating can contact me directly.

Best,

Sonja

ARLIS/NA Development Committee, Chair

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Society Correspondence #2

Society Circle Renewal and Membership Reminders

November 1, 2010

Greetings,

Its renewal time again for ARLIS/NA. As you are submitting your renewals for your ARLIS/NA membership please consider supporting the Society through donations to the ARLIS/NA Society Circle. The Society Circle was founded in 2003 by generous members of ARLIS/NA. Donations to the Society Circle can be targeted toward four existing funds – the Conference Speakers Fund, the Internship fund, the Alternative Voices Speakers Fund, and the Travel Awards Fund, or, can be unrestricted and used wherever the need is greatest. Since the founding of the Society Circle, donations to the Circle have supported bringing new voices to our conferences and new people into our profession. Membership in the Society Circle starts at $100 and illustrates a commitment both to ARLIS/NA and the professions of Art Librarianship and Visual
Resources Curatorship. For more information on the Society Circle, membership form, and the funds referenced above please visit the ARLIS/NA Supporting the Society page found at, http://arlisna.org/about/supporting.html.

Kind Regards,

Sonja

ARLIS/NA Development Committee, Chair

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January 2, 2011

Greetings,

You recently received a note about renewing your ARLIS/NA membership on ARLIS-L. As you consider membership renewal, the Development Committee asks that you also consider joining the Society Circle. I am sure many of you ask "isn't that too expensive?" or "isn't that just for long-standing members?" The answers to both questions is no!

The Society Circle was formed in 2003 to help support ARLIS, especially the educational aims of the Society. For instance, donations to the Circle provide funding for the Conference Speakers Fund, the Internship Fund, the Travel Awards Fund, and the Alternative Voices Speakers Fund or can be unrestricted and used wherever the need is greatest. Without generous members willing to donate above and beyond membership fees, we would not be able to attract high quality conference speakers or bring new members to the profession through the Internship Fund. Members at all points in their career can contribute to these important initiatives. Membership in the Circle starts at $100 and can be easily included with your membership registration/renewal.

For more information on the Society Circle, membership form, and the funds referenced above please visit the ARLIS/NA Supporting the Society page found at, http://arlisna.org/about/supporting.html

Please consider membership in this important fund raising arm of the Society.

Sonja
Chair, ARLIS/NA Development Committee
Society Correspondence #3

**Society Circle ‘Slumming it’ invitation** - drafted on behalf of the ARLIS/NA President to be sent as a personal invitation to an informal reception in the ARLIS/NA President’s Royal Suite.

Dear,

On behalf of the Art Libraries Society of North America and as President of the organization, I would like to take this opportunity to thank you for your generous support to the Society through your donation to the ARLIS/NA Society Circle. As you know, donations to the Circle have supported bringing new voices to our conferences and new people into our profession. Your gift illustrates your strong commitment both to ARLIS/NA and the professions of art librarianship and visual resources curatorship.

In appreciation for your support of the Society, please join me along with your colleagues for an informal celebration of your donation Saturday March 26, 7:30 pm- 9pm in the ARLIS/NA President’s ROYAL suite, after the Silent Auction.

Thank you for helping the society in its efforts to foster excellence in art and design librarianship and image management

Sincerely,

Mari Russell

Society Correspondence #4

**Society Circle Acknowledgement Letter** - Please see page 14 for the image capture -

Brief note attached with the letter: On behalf of Marilyn Russell, president of ARLIS/NA, and the ARLIS/NA Development Committee, I am forwarding the attached thank you letter for your contribution to the Society Circle.
January 21, 2011

Joan Benedetti  
1908 Meadow Court  
Santa Fe, NM 87505-4528  
benedettij@comcast.net

Dear Joan:

On behalf of the Art Libraries Society of North America I would like to thank you for your generous donation to the Society Circle with your generous gift of $1,500 for the Alternative Voices Speakers Fund. ARLIS/NA is a 501(c)(3) nonprofit organization and your donation is tax-deductible to the extent permitted by law.

Since the founding of the Society Circle in 2003, donations to the Circle have supported bringing new voices to our conferences and new people into our profession. As you know, your donations to the Society Circle can be targeted toward one of four existing funds – the Conference Speakers Fund, the Internship Fund, the Alternative Voices Speakers Fund, and the Travel Awards Fund—or your unrestricted gift can be used wherever the need is greatest. Your generous support of ARLIS/NA through the Society Circle illustrates your strong commitment both to ARLIS/NA and the professions of art librarianship and visual resources curatorship.

Thank you for helping the society in its efforts to foster excellence in art and design librarianship and image management.

Sincerely,

Marilyn Russell
President of ARLIS/NA

Society Correspondence #5

Special correspondence sent to Society Circle members on an as needed and individual basis only as a response to concerns that individuals expressed about the lack of a special high-profile event for Society Circle members.

Dear _____,

On behalf of ARLIS/NA I would like to take this opportunity to thank you for your generous donation to the Society Circle. While ARLIS/NA has provided special receptions in recognition of Society Circle members in the past, our Joint Conference with VRA added financial complications for both organizations. Please know, ARLIS/NA considered all acknowledgement options for their donors. Unfortunately,
there was no good way to have a portion of a Society Circle member’s donation be used for the Founders Fete event without it being a financial burden.

However, the ARLIS/NA Executive Board is supporting a special THANK YOU for Society Circle members at the Joint Conference in Minneapolis. As ARLIS/NA President, Mari Russell will be sending out an email invitation to currently paid Society Circle members to a gathering to be held in the President’s Suite at the Hilton Hotel. This will be on Saturday, March 26 after the Silent Auction ends about 7:30 pm. It will be an informal affair with some drinks and light food. Because of the financial structure of the Joint Conference, in order for the monies donated through the Society Circle to remain solely with ARLIS/NA, fundraising efforts need to remain independent of the conference. Thus, instead of individual fundraising events for each organization, ARLIS/NA and VRA respectively, will have two fundraising events at the Joint Conference…..the Founder’s Fete and the Silent Auction. The Founder’s Fete is scheduled for March 24, at the Gale mansion + MIA (GALE and MIA visits via shuttle). Tickets to the event will be $40.00 and open to the first 250 members in both organizations who sign up for the event. The University of Minnesota has very generously donated $10,000.00 towards this event. The Silent Auction, will be open over two days, in the Hilton Hotel Exhibits Hall, beginning Friday, March 25 through Saturday, March 26. Money raised at the Founders Fete and the Silent Auction will benefit both ARLIS/NA and VRA and be allocated among both organizations.

We hope you will participate in both the Founder’s Fete event and the Silent Auction at the Joint VRA & ARLIS/NA Conference in Minneapolis and join us for the Society Circle Gathering on March 26 in the President’s Suite.

Best,

Sonja and Kim

2010-11 Society Circle Members

Founder’s Circle

Joan Benedetti
William Dane

President’s Circle

Joyce Ludmer
Roger Lawson

Patron Circle

Sandra Brooke
Sherman Clarke
Samantha Deutch
Kathy Edwards
Janis Ekdahl
Carole Ann Fabian
Leigh Gates
Edward Goodman
Janine Henri
Cathie Lemon
Amy Lucker
Gregory Most
Faith Pleasanton
Barbara Rockenbach
Marilyn Russell
Daniel Starr
Carol Terry
Allen Townsend

Member of the Circle

Patricia Barnett
Heather Brodhead
Marilyn Carbonell
Kimberly Collins
Douglas Cordell
Susan Davi
Jolene de Verges
Judy Dyki
Margaret English
Jon Evans
Suzy Frechette
Jennifer Friedman
Carol Graney
V. Heidi Hass
Holly Hatheway
Alison Huftalen
Deborah Kempe
Lynette Korenic
Rodica Tanjala Krauss
Susan Lewis
Dan Lipcan
Cara List
Martha Maier
Eileen Markson
Laurence McGilvery
Richard Minsky
Susan Moon
Darin Murphy
Elinor Nacheman
Nancy Norris
Karen O'Connell
Elizabeth O'Keefe
Maria Oldal
Thomas Riedel
Frances Scott
Deborah Smedstad
Sandra Still
Edward Teague
Tony White
April 9, 2010

Dear Colleagues,

Over the last several weeks we have heard about many of the wonderful events that will take place at this year's annual conference in Boston April 23-26. It is truly going to be a spectacular conference.

I wanted to take this opportunity to thank all our generous sponsors who have made many of the conference activities possible. Each year ARLIS/NA benefits from the generosity of a great number of sponsors. This year, 34 generous sponsors have stepped forward to provide support for our annual conference. Whether large or small, these contributions collectively enable us to fulfill our mission to foster excellence in the field through the sharing of ideas, the funding of awards, and the opportunity for networking.

We would like to recognize and thank all our sponsors listed below.

Sponsors/Donors
ARLIS/NA gratefully acknowledges the support and contributions of the following organizations and individuals:

Society Affiliate Gold Sponsors
Ars Libri
F.A. Bernett Books

Society Affiliate Silver Sponsors
H.W. Wilson Foundation

Society Affiliate Bronze Sponsors
ARTstor
Joan Benedetti
Simmons College - GSLIS
Worldwide Books

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Casalini Libri
Christie's
Duncan Systems Specialists, Inc.
Fine Arts Library, Harvard University
HARRASSOWITZ
Michael Shamansky Bookseller Inc.
OMI - Old Manuscripts and Incunabula
Swann Galleries

Please see the Boston Sponsorship page for more information about the sponsors:

We hope you'll take a moment to thank each of our sponsors when you're at the conference!

Respectfully,
The ARLIS/NA Development Committee
Amanda Bowen
Laura Harris
Holly Hatheway
Suz Massen
Beverly Mitchell
Kristen Regina
Barbara Rockenbach, Chair
Sonja Staum

Kim Collins, Board Liaison
Local Development Coordinator, Darin Murphy
2010 EBSCO Sponsorship Proposal – This proposal has been carried over from the 2010 Development Committee report and will be revisited for utilization for the 2012 conference in Toronto.

The Art Libraries Society of North American (ARLIS/NA) is the leading organization in the arts information field. The Society addresses the needs of art library and information professionals and supports the advancement of the profession, pursuing partnerships with other professional organizations, higher education organizations, and international forums. Currently, ARLIS/NA has approximately 1,000 members and is a growing and dynamic organization. The membership includes architecture and art librarians, visual resources professionals, artists, curators, educators, publishers, and others interested in visual arts information. We feel strongly that we represent the core decision-makers and opinion-leaders in our institutions on collection matters concerning art information resources. Because of this, we propose the following sponsorship levels in support of helping EBSCO with the release of the new Art and Architecture Complete database.

$10,000

Benefits

Advertisements

· Unlimited use of the ARLIS/NA member mailing list for marketing and promotional materials in 2009/10

· Distribution of EBSCO and Art & Architecture Complete marketing materials on ARLIS/NA International Study trips in 2010 (Germany - 10+ institutions)

* Sponsor may opt to trade advertising options for other Conference sponsorships (Opening exhibits reception, travel award, research award, session or tour sponsorships, etc.)

Website

* Corporate logo featured on ARLIS/NA conference web site through the end of the conference on April 26 2010
* Sponsor’s Logo to appear at the top of the ARLIS/NA conference web site, also acting as a link to the Sponsor’s web site.

Conference

* Sponsor will be invited to attend all educational and social activities (including fund-raisers) at the conference (plus 3 representatives of the company)
* Sponsor will be offered one reserved table for 8 at the Membership Banquet/Luncheon
* Option to have first right of refusal for sponsoring all subsequent Conferences.
* Full naming of any conference event: this will appear in conference publications and materials, on session signage and in conference information on the web

· Large Poster in the Lobby of the conference hotel and marketing materials throughout the conference spaces
· Sponsor will have the opportunity to enclose a product brochure in conference kit bags given out to delegates.

· Sponsor will be recognized at the Opening and Closing Ceremonies of the conference

* Sponsor will be invited to introduce a speaker at the Convocation or Membership Lunch during the conference.

**$15,000**
All of the above plus:

· Large booth in the exhibits area of the annual conference in Boston

· Full-page ad on the back of the conference program

$20,000
All of the above plus:

· Hospitality suite for the duration of the conference for database demos, marketing, and meetings

· Ad space on the ARLIS/NA website for the entire year (we currently have no other ads on the website)