ARCHIVES*RECORDS / DC 2010: Joint Annual Meeting of CoSA, NAGARA, and SAA
(Prepared by Nancy Beaumont)

ARCHIVES*RECORDS / DC 2010 promises to be a rewarding experience for all, with outstanding conference and pre-conference programming (including the 4th Annual SAA Research Forum), dynamic speakers, and fun networking and social events. The overall conference schedule is very tight and, given that this is a conference sponsored by three organizations with three (or more!) sets of needs, we’ve encountered any number of scheduling challenges throughout the planning process.

PROGRAM DEVELOPMENT

We have experienced a remarkably small number of changes in speakers for the education sessions that were selected and slated by the 2010 Program Committee in December (knock wood!). Currently there are five tracks of nine sessions and two tracks of 10 sessions, for a total of 65 education sessions. At Peter’s invitation, and in keeping with SAA’s priority to “Identify and promote existing models and develop new methods for assisting archives and archivists to diversify the documentary record within their repositories and to promote archives to diverse communities” (Diversity Priority, Desired Outcome #2), V Chapman-Smith of the National Archives and Records Administration, Mid-Atlantic Region, will speak on “Achieving Positive Diversity Outcomes.”

Several special forums will take place at DC 2010: The second in the three-part series of forums to discuss Protocols for Native American Archival Materials, the SAA Code of Ethics Forum, and Archival Accessibility for All: An Awareness Forum (led by the Archives Management/Records Management Roundtables’ Joint Working Group on Diversity in Archives and Records Management).

In addition, 11 individuals and an undetermined number of State Historical Records Advisory Boards (SHRBAs) will present their work via Professional Poster presentations, and 37 Graduate Student Poster Presentations will highlight the work of individual graduate students and SAA student chapters.
Peter and I have had three conference calls with CoSA President Pat Michaelis, NAGARA President Tracey Berezansky, and CoSA Executive Director Vicki Walch to discuss the conference (in general) and plenary sessions and keynote speakers (in particular). Archivist of the United States David Ferriero will speak at the plenary session on Thursday, August 12 (introduced by NAGARA President Tracey Berezansky), and NPR and Fox News commentator and author Juan Williams is confirmed to speak at the plenary session on Friday, August 13 (introduced by CoSA President Patricia Michaelis). We have not yet learned whether President Barack Obama will accept our January 29 invitation to speak at the meeting.

CONFERENCE PROMOTION

Promotion of DC 2010 began in the early fall via the conference website (as well as the CoSA and NAGARA websites) and in the January/February issue of Archival Outlook (with the first of two articles by the Program Committee co-chairs).

Although for Austin 2009 we decided not to print and mail the Preliminary Program, I made a decision to print and mail the full program for DC 2010 given the span of this meeting, the needs of CoSA’s and NAGARA’s members, and the not-entirely-positive reaction from our own members last year. (In the future, we will evaluate the need for a full print program on an annual basis.) The Preliminary Program “dropped” in Toledo, Ohio, on Tuesday, May 4. I expect that we will also continue last year’s new tradition of mailing at least one “Schedule-at-a-Glance” flyer and including session descriptions in a very complete, all-in-one-place Onsite Program.

We sent a Preliminary Program with a personalized letter to 845 former SAA members in the 13 states most proximate to Washington, encouraging them to rejoin and attend DC 2010 at the member rate. NAGARA is also conducting a membership campaign in association with the conference.

We continue to use In the Loop to refresh our promotional messages about the program, ancillary events, and the host city and to remind members of critical deadlines. Remember: July 6 is the Early-Bird registration deadline!

REGISTRATION

As of close of business on Monday, May 10 (i.e., 13 weeks out), we have registered 121 “full paid” members and nonmembers (compared with 109 for 2009 and 177 for 2008) and 8 “full student” registrations (compared with 5 for 2009 and 15 for 2008).

EXHIBIT AND SPONSORSHIP SALES

At the 2009 Annual Meeting in Austin we distributed flyers announcing to our exhibitors that they would be eligible for a significant discount if they signed up for DC 2010 exhibit space by January 29. A dozen did so and, since then, exhibit commitments have continued to trickle in. Our exhibits revenue to date totals $50,500 and we have two
confirmed sponsors (Atlas Systems and Hollinger Metal Edge) and at least two other companies that have expressed an interest in sponsorship. By virtue of reaching early decisions about the space and rates in order to create the flyer, we also were able to streamline the exhibitor/sponsor prospectus to reduce printing and mailing expenses and to get it in prospects’ in-boxes before Thanksgiving. In addition, working with Conference & Logistics Consultants and its “Event Rebels” software, we created a “virtual expo hall,” a sign-up page on the conference website where prospective exhibitors can view a live, real-time floor plan showing currently available booths and can select and confirm their booth space immediately. A secondary advantage of this simplified process is that it is saving C&LC and SAA staff time.

As always, I welcome your comments and questions.