

**Society of American Archivists  
Council Meeting  
August 10, 2009  
Austin, Texas**

**Staff Report: *Sustainable Archives: AUSTIN 2009*  
(Prepared by Nancy Beaumont)**

*Sustainable Archives: AUSTIN 2009* promises to be a rewarding experience for all, with outstanding conference and pre-conference programming (including the 3<sup>rd</sup> Annual SAA Research Forum – with 45 platform and poster presentations), dynamic speakers, fun networking and social events, a well-situated and well-laid-out conference hotel that offers reasonable room rates and free Internet access, and a fun host city. The overall conference schedule hasn't loosened up a bit, however, and we've encountered any number of scheduling challenges throughout the planning process.

**Promotion:** In the interest of sustainability and at the request of the Program Committee co-chairs, we did not print and mail our traditional Preliminary Program, but chose instead to lay it out per usual and post it to the conference website as a PDF. The PDF version refers repeatedly to the online program as the best source of up-to-date information. Given our concern that members receive something in the mail to trigger their planning, we developed – and mailed on May 15 – an 8-panel flyer that contained promotional highlights and an updated Schedule-at-a-Glance. We continued to use *In the Loop* to refresh promotional messages about the program, the host city, and hotel availability and to remind prospective attendees of critical deadlines.

**Registration:** As of the close of Advance registration on July 20, we had registered 1,150 “full paid” members and nonmembers (compared with 1,406 in 2008) and had booked total registration income of \$374,275 (compared with \$441,768 in 2008). Although the number of paid registrants is right on target for the FY 2010 budget (what a remarkably prescient group you are!) our challenge will be to keep a careful eye on each and every expense (especially AV and food and beverage) to ensure a positive bottom line for SAA.

**Exhibits/Sponsorships:** Promotional materials were sent to a 250-person prospect list in early January (three months earlier than in the past). Despite personnel changes at Conference and Logistics Consultants, and with many thanks to our dynamic Host Committee, we have sold 47 booths for a total of \$52,950 in exhibits revenue. Sponsorship support to date totals \$22,200, thanks to some very generous folks at Atlas Systems (Silver Sponsor), Ex Libris (Research Forum Sponsor), Hollinger Metal Edge, and Preservation Technologies – and due to extraordinary support from Texas State

University and The University of Texas and their various subunits. As noted in previous reports, the food and beverage functions associated with the exhibit hall – which are necessary to ensure good traffic and have been scaled back from previous years – continue to be a financial drain on this Annual Meeting feature (notwithstanding its educational value). This remains an area for significant development.

**Onsite Program Materials:** Given the changes that we've introduced in posting the full and complete program online and not mailing the Preliminary Program, we decided to provide a much more substantive Onsite Program in 2009. Please note that the Onsite Program includes session descriptions for all education sessions, as well as materials that previously may have been included in the registration packet. (As an example, we have included in the Onsite Program the complete SAA Strategic Priorities and Advocacy Agenda draft documents for easy reference.)

As always, I welcome your comments and questions.

*See also the 2009 Program Committee report at Agenda Item IV.I. and the 2009 Host Committee report at Agenda Item IV.J.*