



FINAL REPORT

**Midwest Chapter
Medical Library Association**

2013 Annual Meeting

October 4-8, 2013

East Peoria Illinois

Hosted by the Health Science Librarians of Illinois

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Executive Summary

The 2013 Annual Meeting of the Midwest Chapter of the Medical Library Association was hosted by the Health Science Librarians of Illinois in East Peoria Illinois on October 4th through 8th at the Embassy Suites East Peoria Hotel and Conference Center.

The theme for the conference was "Navigating a River of Information". The keynote speaker was Michelle Kraft, perhaps better known for her blog the "Krafty Librarian". The plenary speaker was Sarah Houghton, nationally known as the author of the blog entitled the "Librarian in Black". Both speakers are considered opinion leaders in the field of library science. The program also featured the Greater Midwest Region Technology Forum, a Health Information Practice Summit hosted by the University of Illinois at Chicago, 18 contributed papers and 23 posters. In addition updates on programs and activities were provided for the Greater Midwest Region, the National Library of Medicine, and the Medical Library Association.

Five continuing education courses were offered. On Saturday, there were 4 half-day sessions on, Health Literacy, Conducting Research, Pubmed searching, and Emerging Technologies. On Tuesday morning our final continuing education session was on Systematic Reviews.

The conference proper opened with an Exhibitor and Welcome Reception from 6:00 to 9:00 on Saturday evening. On Sunday evening from 6:30 to 9:30 a social event was held at the Peoria Riverfront Museum.

The University of Illinois at Chicago (UIC) Library of the Health Science planned and hosted a Health Information Practice Summit on Monday, October 7th to close out the programming. This two and a half hour Summit was well-attended and provided Chapter members with an opportunity to share information about expanded roles for health sciences librarians. A report summarizing the content of the Summit will be linked to the Midwest Chapter website.

Exhibitors included 21 vendors plus the Medical Library Association, the Greater Midwest Region of the National Network of Libraries of Medicine and the University of Illinois Graduate School of Library & Information Science. There was also a table for the promotion of the 2014 Midwest Chapter Annual meeting scheduled for Bismarck, North Dakota. Total income from vendors was \$22,710 in registration fees and sponsorships. This total also included dollars generated from ads printed in the program.

Technology needs were contracted with the Conference Hotel with additional laptop support from OSF Saint Francis Medical Center. Free wireless was available throughout the conference center, though there were times when the service had intermittent problems.

The planning committee would like to acknowledge the outstanding support provided by the Greater Midwest Region of the National network of Libraries of Medicine. GMR provided a \$1500 award in support of the plenary speaker, Continuing Education support with the provision of classes by Samantha Hewakapuge and Holly Ann Burt. Samantha, Tiffany Tawzer and Jacqueline Leskovec also provided assistance to our audiovisual team.

At the 2012 Midwest Chapter meeting, the planners distributed logo note pads and conducted a drawing for Peoria themed prizes. The Publicity Committee maintained the conference website and sent announcements to newsletters, listservs, and library schools in the region.

Registration was primarily handled through Wild Apricot, though there were registrations by mail that were added manually to the Wild Apricot database.

Attendance:

Full Conference Members (includes 14 late and)	110
Full Conference Non-Members	9
Full Conference Students (Non-Scholarship)	1
One Day members (includes 3 late)	5
One Day Non-Members (includes 2 late)	2
CE Only (includes 1 student)	5
SUBTOTAL	132
Speakers/Presenters not otherwise registered (no charge)	7
TOTAL (excluding vendors)	139
Vendors	26
Vendor representatives	33
TOTAL (including vendor representatives)	172

Our attendance at the meeting was consistent with the chapter's recent history. The contract with the Embassy Suites was for 220 room nights. While we were allowed a 10% attrition in the room nights, we actually booked 213 room nights which put us above the 198 threshold. In addition as the bookings developed we actually exceeded the hotels available rooms on some nights and consequently were referring attendees to alternative hotels in the area.

The Chapter treasurer & the conference finance chair are currently finalizing all expenditures and reconciling those with the conference income. A preliminary appraisal of income and expenditures indicates a profit of approximately \$2,001.13.

All of the Illinois Planning team worked very hard over a period of approximately 22 months to make this conference a success. The online conference evaluation and the comments made to planning committee members during the conference indicated that this was considered a highly successful event.

2013 Conference Planning Committee Members

Conference Chair	Royden Jones – OSF Saint Francis Medical Center
Continuing Education	
Chair:	Jo Dorsch – University of Illinois at Chicago, Library of the Health Sciences – Peoria
Member:	Molly Horio – Advocate BroMenn Medical Center
Exhibits & Sponsors	
Chair:	Daneen Richardson – Western Illinois University
Member:	Michael Wold – OSF St. Mary Medical Center
Finance	
Chair:	Fran Kovach – Southern Illinois University School of Medicine
Member:	Dianne Olson – retired academic librarian
GMR Liason	
Chair:	Jacqueline Leskovec – Greater Midwest Region of the National Library of Network of Libraries of Medicine
Hospitality	
Chair:	Melissa Hudak – OSF Saint Francis Medical Center
Members:	Brian Hickam – Benedictine University at Springfield Peg Burnette – University of Illinois at Urbana-Champaign
Hotel Arrangements	
Chair:	Deborah Rhue – OSF Saint Francis Medical Center
Member:	Daneen Richardson – Western Illinois University
Publicity	
Chair:	Stacey Knight-Davis – Eastern Illinois University
Members:	Elizabeth Huggins (webmaster) – Advocate Illinois Masonic Medical Center Karen Douglas – Passavant Area Hospital

Programming

Chair: Royden Jones – OSF Saint Francis Medical Center
Members: Stacey Knight-Davis (program booklet)
Sarah Dick (speakers) Illinois State University
Melissa Hudak (speakers) OSF Saint Francis Medical Center
Linda Feinberg (contributed papers & posters) Evanston Hospital
Bobby Murphy (planning committee records & minutes) OSF Saint Francis Medical Center

Registration

Chair: Michelle Quinones – Graham Hospital School of Nursing
Member: Heather Klepitsch – OSF Saint Anthony Medical Center

2013 Conference Planning Committee Report

In 2011 Fran Kovach, then President of the Health Science Librarians of Illinois, asked if Roy Jones would determine the feasibility of hosting the 2013 Midwest Chapter Medical Library Association meeting in the Peoria area. A preliminary assessment of Peoria and East Peoria was positive and Roy agreed to chair the planning effort. Committee members were recruited and planning meetings began in December of 2011.

The committee met monthly via conference calls up until September of 2013 when 3 meetings were held in that month as final preparations were made.

Members of the committee met at various times to assess the suitability of conference facilities and to plan in detail with representatives from Embassy Suites the conference site of choice.

The planning committee also had the use of a listserv courtesy of the Greater Midwest Region of the National Libraries of Medicine. This listserv provided easy communication and sharing of documents between the monthly meetings.

Representatives of the Planning Committee met with key members of the Midwest Chapter at 5:00 pm on Monday October 7th for a conference wrap up session.

Hotel & Conference Center Committee Final Report

The Hotel Arrangements Committee had two members: Deborah Rhue (Chair) and Daneen Richardson. Daneen also served as Chair of the Exhibits and Sponsors Committee.

In February 2012, the conference Planning Committee voted to accept the recommendation of the Hotel Arrangements Committee that the Embassy Suites East Peoria-- Hotel and Riverfront Conference Center should be the site for the Fall 2013 MLA Midwest Regional conference.

In making their recommendation, the Hotel Arrangements Committee looked at a list of local hotels provided by a MLA-contracted event organizer, Jill Berkowitz, of Group-to-Go. Jill had compiled a list of five possible hotels in the Peoria area which might be able to host the conference. The Hotel Arrangements Committee looked at Jill's list, and then pared it down to two possible options given that one of the hotels on the list was undergoing renovation and the others were too small to accommodate the needs of the conference. To make valid recommendations, members of the Hotel Arrangements Committee, along with any Planning Committee member who wanted to attend, toured each of the top two candidate hotels. After seeing each hotel, plus one other last minute hotel we added on our own, we selected the Embassy Suites East Peoria--Hotel and Riverfront Conference Center as the best option.

We based our decision on several factors:

1. The capacity and layout of the hotel and conference facilities;
2. The venue's past experience hosting moderate-sized conferences;
3. The quality of the hotel guest rooms;
4. The cleanliness of the facilities;
5. The location of amenities in the immediate area such as other hotels and restaurants;
6. The convenience of having the conference facilities located within the hotel, so attendees would not have to drive or walk a great distance to attend conference events. There was a skywalk attaching the hotel and the conference area.

Given the size of Peoria, the Committee could have compiled a list of possible conference sites without the assistance of Group-to-Go. Also, we had assumed that Group-to-Go would assist with hotel and conference contract negotiations, but we were told by Group-to-Go that this was not part of their job. Since, Group-to-Go would receive a percentage of the final cost of the hotel and conference facilities money, they would receive a fairly substantial fee, but we were disappointed in their support and felt that they were unnecessary. In a larger city, where there are

many potential conference sites, their contribution might be more helpful, but it was not the case here. Most importantly, we could have used their guidance negotiating the hotel contract since none of us had previous experience in this regard.

Our contract with the Embassy Suites provided us with 220 room nights with a 10% margin of loss without penalty. We spread the room nights over Thursday, Friday, Saturday, Sunday, and Monday allotting the portion that we thought would reflect conference attendance during each of those days. However, because of the hotel contract, we were locked into spending a certain amount of money on the hotel rooms regardless of attendance (with 10% margin). Prices for the hotel rooms were \$149 per night for a single, \$149 per night for a double, \$159 per night for a triple, and \$169 for a quad for conference attendees. The hotel rooms were all suites and furnished with a couch pullout bed in the front area of each suite so sharing rooms and thus costs would be easier for attendees. A made-to-order breakfast was complimentary for those attendees staying in the conference hotel each day. In addition, there were two hotel shuttles which would take attendees to offsite CE events and back and forth to the airport for free. The hotel and conference center were connected by a skywalk, so the conference facilities were convenient to registrants staying in the conference hotel.

Although the hotel did not provide complimentary WiFi access in the guest rooms, the substantial hotel atrium space and the hotel's business center did, so we thought if attendees needed WiFi access, it was convenient for them to use these spaces free of charge. Also, we had contracted with the hotel to provide WiFi access for the entire conference period in the conference area, so we hoped attendees could use that, too.

Food was catered by the hotel and its cost was included in the overall hotel contract. We were required to select group food plans which would be assessed per person per day. Our plan provided morning and afternoon snacks as well as lunch. We were also committed to pay for a minimum number of people in the food plans regardless of whether they attended the conference or not, so we were forced to predict the approximate number of people attending the conference far in advance concerning food and rooms. This was difficult to do, as many things can affect attendance. Much of our planning was based on attendance from the last two conferences, so we chose smaller (but still seemingly reasonable) attendance figures on which to base our predictions. We were deeply concerned that attendance would not meet our expectations since the economy continued to be poor and obtaining travel funding was difficult for many. Still, we wanted to make sure we had plenty of space and room as we hoped for the best.

For the conference we reserved:

- Three large conference rooms accommodating the keynote and plenary speakers, and talks, as well as the exhibitors, and a poster session, and special events such as the Welcome Reception.
- Two breakout rooms for additional meetings and contributed papers
- A registration area where we coordinated events during the conference
- 220 hotel room nights

The hotel also provided audiovisual assistance and once we knew what our needs would be, we contracted with the hotel to provide conference phones for board meetings, projectors, projector tables, and microphones for each of the rooms where we would have speakers. We were charged per room/per day for each piece of AV equipment. Audio visual charges were separate from the original hotel contract, and were expensive, but we had no option other than use the hotel equipment. We were slightly disappointed in the hotel AV support as there were few people on the hotel staff who knew anything about the AV they provided. Early in the planning process, we did negotiate for WiFi access for the entire conference facility, for all of the conference days, at a total cost of \$500. There were a few WiFi problems during the conference, but for the most part, WiFi access in the conference area was adequate. The \$500 price for total conference WiFi access was very good. Melissa Hudak dealt with the AV set up during the conference as we had been told by previous groups that it would be best to have a separate person handle AV needs and this was good advice.

As the conference date drew closer, hotel rooms filled up quickly. Initially, we were afraid we had obligated ourselves to too many room nights, but the opposite was true and we were running out of space! Eventually, we had to refer registrants to other local hotels in the area. Fortunately, one of the reasons we selected our conference site was the abundance of hotels in the immediate area, so referrals were no problem.

Although we thought food for the event was expensive, post-conference surveys, for the most part, indicated that attendees thought the conference food and hotel were excellent. They also liked the convenience of the conference facilities and hotel as they did not have to worry about walking in an unfamiliar city to get to the conference events.

Although our choice of hotel and conference venue was expensive, it was the only possible option in the Peoria area. Reviews of the venue were very good, so our worries and the glitches behind the scenes were not obvious to conference attendees. For the most part, the choice of venue and food were very highly rated. We did have trouble controlling the heat, light and noise-level during certain

events in the conference center. Also, the hotel had booked other events in the conference center during our conference time, so there was some noise and interference due to this. Despite the expense and our concerns, the hotel and conference center were deemed a success by conference attendees. In the end, even with the expensive venue and food, the conference ultimately made a little money. We had a great Exhibits and Sponsor chair, and substantial vendor sponsorship and attendance helped a great deal with our bottom line.

Primary Recommendation:

Given everything, our greatest failing regarding hotel arrangements for the conference was our lack of experience negotiating the hotel contract. Knowing what we know now, we might have negotiated a better deal.

Deborah Rhue

Chair: Hotel Arrangements Committee

Budget Committee Final Report

Chair: Fran Kovach

The preliminary budget was approved by the Midwest Board in April of 2011. HSLI absorbed the cost of the logo design for the publicity items for promoting the conference at the 2012 meeting. The publicity items expenses were reimbursed by the chapter's treasurer. A memo of understanding was signed between the Midwest Chapter and HSLI to split any profits 50/50.

Beginning in the Fall of 2012, committees began itemizing expenses based on the previous meeting. By February 2013 a preliminary budget was established to enable vendor rates and sponsorships to be set. The membership conference rate resolved at \$275.

The continuing education committee fixed a rate of \$75 to encourage enrollment in all of the classes. The CE instructors also waived honorarium of \$5250 for scholarships for attendance. The revenue of the classes was \$5925 with expenses of \$2772.55.

Other revenue sources funding 34% of the meeting cost were the vendors contributing \$22,710 for exhibits, sponsorships, printed ads in the program, and additional representatives. The chapter seed money grant \$5000 provided 8% of the underwriting of the conference. GMR funded a grant for the speakers for \$1500. The registration fees supplying 58% of the revenue were \$36,180.

Illinois sales tax was included in the expenses as professional associations are not exempt.

Final total revenue was \$65,390 and total expenses of \$63,388.87.

Exhibit and Welcome Reception Committee Report

Completed by: Daneen Richardson

Contacting Vendors:

I attended the Illinois Library Association Meeting in Peoria, IL. I created postcards that included contact and conference information, I then handed out the postcards to appropriate vendors.

I started in November of 2012 sending out emails to businesses and organizations requesting their contact person for exhibiting at our conference. This information was very useful so I had the correct contact for those businesses that responded. I also surveyed those in my state organization for vendors and contacts that they would expect to see at the conference. My initial contact sheet included 67 businesses that I reached out to. I used lists of vendors from previous state conferences I was involved with as well as vendors at previous Midwest Chapter meetings to help populate the initial list.

I used the contracts and pricing from the 2012 conference as a starting point. I then took the pricing to our conference planning committee to approve; they approved pricing right away and then the contracts after a bit of tweaking.

\$725 Exhibit Fee

\$65 Additional Exhibitor

\$1000 Sunrise Seminar Sponsor

\$500 Poster Sponsor

\$500 Contributed Papers Sponsor

21 Vendors participated in the Raffle during the three exhibit times and two HSLI members

Billing:

We used PayPal and this worked very well. It offered options for adding and naming charges so I could select once I had added and saved them. This feature made the invoices easy to complete and to have continuity. I created the Base Exhibiting fee,

additional exhibitor, ads for the program – full and half page. I was able to send the bills electronically and then if they paid with a check I could update PayPal appropriately.

Results:

26 Vendor Tables, 25 paid \$725, the other one was the table for the 2014 conference in North Dakota

9 Additional representatives at \$65

2 Sunrise Seminars at \$1000

1 Poster Presentation Sponsor at \$500

5 full page ads at \$100 and 2 ½ page ads at \$75

We had a number of vendors that could not attend that donated money or purchased ads.

Total brought in by Exhibitors and Sponsors \$22,710.00

Scheduling:

We scheduled the exhibitors to be part of the Welcome Reception on Saturday evening from 6-9. The room was available at 2 for the vendors to begin setting up. We also offered two times on Sunday that there were no conflicts 10 – 11, & 3:30 – 4:30. The vendors were welcome to stay at their tables during the other times or they could attend the sessions. We also scheduled the Poster session for Sunday afternoon after the second no conflict exhibit time. We allowed the posters to be set up before and between the two open exhibit times. We thought this would be a great idea because it would allow the posters to be viewed for a longer period. It would bring people in to view the exhibits as well because if we keep the exhibitors happy they will return for the following conference and they are very important money contributors towards the overall budget for the conference.

When we had initially met with the hotel representatives I understood that we could use the room next to us if needed it. However, as it turned out they had rented the room and we were not able to expand the space and when we added the posters in with the exhibitors it was very close. The intention was that poster authors would not be at their posters did not work out they were at their posters during both open sessions and during the hour they were scheduled so when we were trying to do the raffle drawings poster authors were trying to talk about their posters. While it was a great idea in theory due to the large number of exhibitors, the lighting, the raffle and general lack of space having them together did not work as we had envisioned.

Food:

Members of the conference planning committee looked over menu with Tammy the hotel representative to find a good mix of food choices that would fit within the budget and to get an idea of appropriate portions to order. We tried to take into consideration different dietary restrictions. One thing I would require the hotel to do would be to label all of the foods.

Decorations:

I created table displays for the cocktail tables using pumpkins, mums and then displays with cattails and various other dried flowers. This was somewhat time consuming but cost was minimal and worth the effort.

Note: If I would chair this committee, again I would question the hotel concerning electricity to vendor tables. We were assured electricity would be available but I was naively unaware that there would be an extra charge. Some vendors do not need electricity while others do. I would see what the cost would be and incorporate the cost into the fee. In the contract, it was state that electricity would be available at an additional charge and they were to bring extension cords or rent them from the hotel at a charge. The hotel coordinator and I were having difficulties getting the room layout decided. It was my intention to complete the layout at the hotel and let them know which tables needed electricity. When I arrived at the hotel on Friday electricity and extension cords had been ran to each table, this was supposed to occur Friday late afternoon/evening per a conversation with the hotel. We absorbed the cost, as it was not fair to charge the vendors that did not use or want the electricity.

HOSPITALITY COMMITTEE REPORT

Committee Members: Melissa Hudak, Chair; Peg Burnett and Brian Hickam

The Planning Process/Sunday Night Event:

The committee looked at a variety of possible attractions in the Peoria area for our Hospitality Event. We narrowed our search to three possibilities. They were the Peoria Zoo, the Spirit of Peoria Riverboat, and the Peoria Riverfront Museum. Although the riverboat would have been a more inexpensive option, we eliminated it because of the unpredictable nature of the weather in central Illinois during October. Costs for the zoo and the museum were comparable, with rental costs for each venue being roughly the same, and the same estimated costs for transportation and catering. Since the Peoria Riverfront Museum is a new facility

and therefore probably unknown to most of our attendees, we decided to have our Sunday, October 6th event there.

Arrangements were made to rent the Riverfront Museum from on the evening of Sunday October 6th. Costs included a rental charge for the museum lobby, with a \$10 per person charge for gallery admission. The Riverfront Museum had agreements with only six caterers, limiting our choices on which firm we could use. We eliminated four immediately due to issues of cost. The remaining two caterers, Cracked Pepper and One World, are both well known in the Peoria area for the quality of their food. Because several members of the full Conference Planning Committee requested vegan, vegetarian, and gluten free options for food, we decided to use One World, as they are known for their responsiveness to these types of dietary requests.

The distance between the Embassy Suites hotel and the Riverfront Museum was too far to conveniently walk. There was some discussion of using a combination of the hotel's shuttles and private cars to transport conference attendees to the museum. However, the logistics of this seemed too difficult to overcome so the Hospitality Committee looked into the option of buses. We contacted two bus services in Peoria for quotes. Both Elegant Limousine and Peoria Charter Coach have good reputations in Peoria. However, Elegant Limousine quoted a slightly lower price than Peoria Charter Coach so we contracted with them for transportation.

During the planning process, the Hospitality Committee ran into some small problems when the Peoria Riverfront Museum went through a patch of bad publicity due to financial issues which eventually led to a reduction in their staff. The contact person for the museum changed a few times. However, all issues were eventually solved. The Committee also struggled with issues due to increased numbers of registrants, which led to the changing of the amount of food ordered through One World.

On the afternoon of October 6th, committee members Melissa Hudak and Brian Hickam went to the museum to decorate. Brian Hickam and his friends and staff had created book themed centerpieces for the tables. This made the museum's lobby charming and inviting. Elegant Limousine picked up our attendees at the Embassy Suites and delivered them to the museum in a timely fashion. One World had provided an attendant who had set up the food tables and had the meal ready for our attendees.

During the evening, attendees were able to eat and then go through several galleries the Riverfront Museum offers. The galleries included the Illinois River Encounter, the IHSA Peak Performance interactive exhibit, and The Street, which gives a history of Peoria. Many attendees highly enjoyed the IHSA Peak Performance exhibit, which gives users an idea of their strength and athletic ability.

Unfortunately some of the galleries at the museum were closed due to maintenance. The Museum did give us a reduction in price because of this, cutting our costs for gallery admission by 50%, charging us \$5 per person instead of the \$10 originally quoted. Due to the inclement weather the Sculpture Garden was also unavailable to our attendees as the sculptures were outside and the cold and rain made it an unappealing option for the attendees.

As the evening went on it became apparent that several attendees were tired. Elegant Limousine agreed to send one bus back to the museum early to take those people who wanted to have an early night back to the hotel.

Overall, it was a successful evening. People seemed to enjoy looking at the galleries and networking/conversing in the lobby. The younger attendees especially enjoyed the IHSA Peak Performance exhibit. Many people commented on the beauty of the museum itself, as well as its panoramic view of the Illinois River. Attendees had nice things to say about the food from One World as well. There were many compliments on Brian Hickam's centerpieces also.

OTHER COMMITTEE ACTIVITIES:

The Hospitality Committee arranged for the Peoria Area Convention and Visitors Bureau to provide items for the welcome bags given at Registration to all our attendees. The Visitors Bureau provided guides to the Peoria, brochures on some "must-see" places in town, and coupon books to local restaurants and businesses.

The Hospitality Committee also made arrangements for dine-arounds on both Friday and Monday evenings. Several restaurants in the local area were settled on as suggestions and various Conference Planning Committee members agreed to drive or walk attendees to restaurants. Menus for all the chosen restaurants were available at the Registration Desk, along with sign-up sheets. However, nobody signed up for the dine-arounds, so they were not done. We had few attendees on Friday who were not scheduled to attend planned dinner meetings at the hotel. By Monday evening many attendees had already left, or preferred to make their own arrangements for dining.

The website also featured links of places to see and things to do in the Peoria area for those with free time. Links included lists of restaurants in the area, and suggestions of places to see such as the zoo and the local wildlife sanctuary.

NOTES & SUGGESTIONS:

The Museum had various rules and regulations which rather limited our choices. Although we were very pleased with our choice of One World, having a wider selection of caterers would have been helpful. The Museum also had rules about alcohol being served. Due to cost issues we decided not to have a cash bar.

However, the museum did have their concession stand open so various imported and domestic beers were available to our attendees. The Museum also agreed to keep the concession stand open later than usual due to the high demand from our attendees.

We ran out of food quickly at the Museum. We had ordered what we had thought was a generous amount of food. One World said our selections would feed our projected attendance with food left over, but in the end it was not enough for our attendees. If done over, we would have ordered much more food. Also, although it was stated we should have a great deal of vegetarian/vegan/gluten free food, these menu options were not as popular as anticipated. We probably should have limited the special options quite a bit. We should also have had a different set up for the serving line, so attendees could have gotten their food quicker.

Overall, the Sunday night event did go well. We attempted to meet the needs of all of our attendees. Some people did run out of things to do fairly quickly. Perhaps having a band or some sort of interactive game/event might have made the evening go better for attendees. Having a speaker on local history might have been another option.

We probably did not need to spend time planning dine-arounds. Our conference set up had only two nights where there were not planned meals or events for our attendees, and those nights were ones with low conference attendance. A great deal of time was spent planning for the dine-arounds, which in the end were not done.

We might have used the Peoria Area Convention and Visitors Bureau more. They do provide speakers for events, and it might have been a good idea to have somebody knowledgeable about Peoria and its' history speak during our Museum event.

SUMMARY:

The Hospitality Committee was pleased with how well the Sunday night event went. The Peoria Riverfront Museum is beautiful and an asset to our community. Their staff did a wonderful job of welcoming our attendees and showing them the museum. The food from One World proved popular, and the catering attendant was responsive and friendly to our attendees. Elegant Limousine was also responsive, agreeing to send buses early to take our tired attendees back to their hotel. The Committee was also pleased with the material given to us by the Peoria Area Convention and Visitors Bureau. Many compliments were received due to the centerpieces provided by committee member Brian Hickam, who should be commended for the hard work he did on them.

Publicity Committee Report

Members: Stacey Knight-Davis, Elizabeth Huggins, Karen Douglas

Theme Choice and Logo Development

The Committee discussed possible themes in February 2012. A consensus was reached during a teleconference to select the theme. The committee suggested a river or riverboat element for the logo.

Stacey Knight-Davis located a low-cost vector graphic of a riverboat and assembled the logo in Adobe Illustrator. HSLI paid the \$20.00 for the vector graphic. The committee viewed the logo and made some changes to wording. Once finalized, various sizes and formats were created.

Promotion at 2012 Midwest Chapter Conference

Notepads with the conference logo were distributed

Roy Jones presented a slideshow with pictures of the Peoria area and information on Keynote and Plenary speakers at the Midwest Chapter Meeting.

The following items were raffled off at the conference:

- The Box set of "the Music of Dan Fogelberg" \$27.99
- 'Riverworld', including To Your Scattered Bodies Go and The Fabulous Riverboat \$13.13
- David Zalaznik's Life along the Illinois River (\$34.95)

Conference Website

The conference website was created in WordPress in August 2012. A standard WordPress theme was modified to include the conference logo. Elizabeth Huggins handled most content updates. The WordPress site automatically generated an RSS feed for new stories.

Social Media

Elizabeth Huggins set up a Twitter account for the conference and a Facebook event was created. Both were linked to the conference website.

Electronic Publicity

An initial "save the date" message was sent on July 9, 2013 to the HSLI listserv, Midwest Chapter listserv, MEDLIB-L, CAC, CAPHIS, and HLS listservs.

The call for papers and posters went out in March of 2013. Listservs of individual state library associations within the Midwest were included as well as the Chapter listserv.

A message was sent to state and national lists when registration opened in July 2013.

Messages regarding the early bird registration deadline went out in August 2013.

A call for mentors and mentees went out in September 2013.

A reminder went out before the hotel reservation deadline in September.

An announcement regarding continuing education sessions was sent to the Illinois Heartland Library System list and the Illinois Association of College and Research Libraries list.

- **Stories on the conference were sent to the following publications:**
Wisconsin Health Science Library Association Newsletter
<http://www.whsla.org/communications/newsletter>
- *Cornflower* (<http://nnlm.gov/gmr/blog/2013/08/13/2013-annual-meeting-of-the-midwest-chapter-register-now/>)
- *Midline* (<http://midwestmla.org/midline/>)
- The conference was listed in the L2 Library Learning calendar.

Registration Committee Report

Submitted by Michelle Quinones, Chair

Members of the Registration Committee were Chair Michelle Quinones and Heather Klepitsch. Additional volunteers staffing the registration desk included: Roy Jones, Fran Kovach, Melissa Hudak, Linda Feinberg, Jacqueline Leskovec, Deborah Rhue, Jean Sadlik, Natalie Reed, Virginia Gale, and Diane Olson.

Timeline

January 2013

- Create registration, refund and receipt forms
- Create registration spreadsheet
- Create badge design
- Create registration and mentor/mentee text for conference website and send to the webmaster(s)

February 2013

- Place orders for folders, bags and/or badge holders. We used wallet style badge holders with zipper pockets. Our folders and bags were donated by OSF. We added a conference logo label to the folders
- Touch base with Wild Apricot

- Reserved space for the Mentor/Mentee meet and greet
- We chose not provide a “Cyber Café” as both the conference center and hotel provided business centers, along with the wireless connectivity we purchased from the hotel

March 2013

- Fees set for registration and CE classes
- Early-bird dates set to one month before the meeting

April 2013

- Start building the Wild Apricot database
- The Wild Apricot account for the conference was established by the Treasurer. Registration Chair, Budget Chair and Publicity Chair also should have access

May 2013

- A meeting-specific registration password is established for online registrations for both Midwest Chapter and the Health Science Librarians of Illinois
- Finalize registration hours during the meeting and make sure the program schedule is correct

June 2013

- Conference website updated with registration forms
- Registration opens and passwords are sent out

August 2013

- Ask for swag donations from local health science librarians.
- Registration and hospitality services were combined. A registration room and hospitality corner were fixtures in the conference center and included electrical and wireless connections.
- Email reminder sent out regarding the early bird date.

September 2013

- Call for volunteers for staffing the registration table from within each committee and from HSLI.
- Name badge printing started.
- Arrange for equipment to be used at the desk, e.g. copier/printer, laptop, etc.
- Match up mentors/mentees and contact them with each other’s emails. Let them know about the date, time and place of the Meet & Greet.
- Print any “tickets” needed. We included any Guest event tickets, CE and Activities that required registration

October 2013

- Finalize volunteer schedule
- Receive all giveaway items, and stuff folders or bags

- Create registrant list
- Create lists for CEs, Guest Registrations, single day registrants, and registered activities
- Provide registrant names for door prize drawings

October 4

- Move all equipment and supplies over to the hotel
- Registration hours are 2pm to 5pm
- Register all board members (Midwest Chapter and HSLI) and planning committee members

October 5

- Registration hours are 7am to 9am, 12:00pm to 2:00pm, 5:00-6:00pm

October 6

- Registration hours are 7am to 9am, 12:00pm to 2:00pm, 5:00-6:00pm

October 7

- Registration hours are 7am to 9am

Budgeted Expenses

Wild Apricot

Since a Midwest Chapter decision was made to not only change the online registration provider, but to choose a group that also provides a membership component, the Treasurer originally set up the Wild Apricot account and assisted with the payment process through PayPal. Wild Apricot has no charges. There is a subscription cost for their service, which is an annual fee that is covered by the Midwest Chapter's finance committee budget. PayPal fees are a flat 2.2% + \$0.30 for every transaction. The PayPal fees for 2013 totaled \$1080.

Registration Folders Donated by OSF, labels printed and donated by GHSON

Name Badges Wallet type badges without imprint were purchased from Bagmasters.com for \$306.00 (\$329.97). The printing for the identification card was done in house at GHSON as a donation

Ribbons 235 stock badge ribbons were ordered through Marcos Promotional Products for \$0.25 apiece. The total expense was \$58.75. Ribbon categories were Board Member, Exhibitor, Presenter, Speaker, Planning Committee, Student, First Time Attendee, and Scholarship Recipient.

- **Giveaways** Donated
- **Misc. Desk Items** Borrowed

Attendance

Full Conference Members (includes 14 late and)	110
Full Conference Non-Members	9
Full Conference Students (Non-Scholarship)	1
One Day members (includes 3 late)	5
One Day Non-Members (includes 2 late)	2
CE Only (includes 1 student)	5
SUBTOTAL	132
Speakers/Presenters not otherwise registered (no charge)	7
TOTAL (excluding vendors)	139
Vendors	26
Vendor representatives	33
TOTAL (including vendor representatives)	172

Attendance by State (Excluding Vendors and Unregistered Speakers)

Illinois	70
Indiana	8
Ohio	10
Iowa	7
Kentucky	6
Massachusetts	1
Michigan	8
Minnesota	5
North Dakota	5
Wisconsin	12
TOTAL	130

Other Statistics

Guests for Welcome/Exhibit Event	3
Guests for Museum Reception	6
On-Site Registration	2 1 day only, 1 CE
Registrations by Mail	88
Online Registration	42
First Time Attendees	38
Mentees	20
Mentors	20
Special Diet Requests	25
Scholarship Recipients	21

Registration (See attachments-Registration Form, Refund Form)

- A registration form was posted on the conference website in PDF format for mail-in paper/check registrations.
- A link was posted on the conference website to the Wild Apricot online registration database, providing credit card payment through PayPal.
- Emails announcing the meeting, open registration and membership password information are sent out by the Hospitality Committee.

Online Registration

- To pay online via Wild Apricot, members needed to use the passwords that were sent to them in the original invitation. One password was created by the Midwest Chapter/MLA Membership Committee for both Midwest Chapter members and members of the Health Science Librarians of Illinois. Wild Apricot automatically sends a receipt for payment and the Registration Committee Chair receives two emails for each registrant, one that a registration is in progress and a second confirming payment.
- Wild Apricot provides a list of Attendees and has the ability to send mass emails to the Attendee list. All registrants paying by mail/check were added to the Wild Apricot Attendee list to keep an accurate list, excluding vendors. (I believe) that registrations can be exported into a spreadsheet.
- The Registration Chair directed requests for passwords to the Midwest Chapter/MLA Membership Chair when registrants forgot about the earlier email with passwords, of which there were many. Once the membership portion of Wild Apricot is running smoothly, there might be a way of improving this process, at least for Midwest Chapter members. The HSLI Membership Chair sent a current list of members at the beginning of registration to the Registration Chair and updated that with new or renewed memberships.
- We had three online registrants who ended writing checks for a number of reasons, rather than paying through PayPal.

Mail-in Registrations

- Mail-in registrations for member pricing were cross checked with either the Midwest Chapter or HSLI Membership Chairs.
- Once the mail-in registrations were added to the Wild Apricot Attendee list, a confirmation was automatically generated and sent to the registrant by email.

- The registration forms and checks were scanned and the digital files sent to the Budget Chair.
- Monthly, a list of checks was created and sent, along with the physical check, to the Treasurer.

Onsite Registration

- Onsite registration both for the meeting and for CE classes is to be expected. Having a laptop with internet access at the desk allows members to use their credit cards to register with Acteva on their own. Paper checks may also be accepted and kept until the end of the meeting to be sent to the Budget Chair and the Treasurer. Receipt forms should be available at the desk as well as extra tickets and blank name badges that can be printed on demand.

Registration Categories

Full registration included:

- Saturday evening Welcome/Exhibitors' Reception
- Sunday evening "Night at the Museum" event
- All programming, excluding individual CEs
- A continental breakfast for registrants who were not hotel guests (Embassy Suites provided a full breakfast and evening manager's reception for registered guests)
- Break snacks and lunches for full and one-day registrants Saturday-Monday

One day registration included:

- Programming for the registered day
- Breakfast and lunch for the registered day
- Saturday or Sunday evening event

Complementary Registrations

CE Instructors

- All CE instructors waived their fee/honorarium and were consequently offered full or one day complementary registration for the conference. GMR CE instructors paid for full member registration.

Invited Speakers (Keynote and Plenary)

- One day complementary registration was provided to invited speakers.

Name Badges

- A wallet type identification badge on a lanyard were provided for every participant, including speakers, presenters, exhibitors.
- Attachable ribbons denoting speakers, board members, first time attendees, etc. were purchased.
- The conference logo, participant name, institution and city were listed on each badge
- Tickets for guests, CE registrants and Jump Trading Simulation Center participants were placed within the zippered pocket of the wallet

Giveaways

- OSF Healthcare donated 200 each of the following items: insulated tote bags, two pocket folders, carabiner pens with lanyards, and tins of mints.
- Other organizations and vendors donated promotional items including bookmarks, USB converters for use in cars, several styles of pens, water bottles, and brochures/booklets about the Peoria region and local attractions.

Record Keeping

The following spreadsheets or lists were created and then continually updated.

- A master spreadsheet was updated regularly that included online registrants, mail/check registrants, exhibitors and complimentary registrants (While this may seem an extra burden, while we were learning the Wild Apricot system, a subset of the total registrants was accidentally deleted and the Excel sheet enabled us to replace them relatively easily)
- All mail/check registrants were manually added to the Wild Apricot Attendee list
- Exhibitor registrations were done separately through PayPal. I recommend that they register online and pay through Wild Apricot as a separate registration type. Information received regarding the exhibitors was late and hit and miss
- Individual spreadsheets for CE registrants. Many instructors wanted to contact their participants by email with surveys and/or handouts

- We kept lists of any special registration groups, including first time attendees, guests, mentors/mentees, one day registrations, etc.

Registration Desk

- While we announced specific registration times for each day, since we combined with the Hospitality Committee, we essentially registered participants any time the registration office was open. We closed only for the Keynote and Plenary speakers and the Sunday evening museum event. Consequently, cross training and having a printed list of instructions is important. We tried to have a minimum of two volunteers in the registration office at any given time.
- Make sure that electricity and internet access are available
- Make sure there is access to a printer, preferably color.
- Have the following documents available:
 - Volunteer schedule
 - Registration instructions
 - Cell phone numbers for all planning committee members and volunteers
 - CE participant lists
 - Special registration group lists
 - Conference center, hotel and community maps
 - Current Chapter and state membership lists
 - Blank receipts
 - Master list of registrants
 - Blank chapter and state membership application forms
 - Extra lists of attendees to cut up for drawings (2)
- Folders/bags for each attendee
- Badges for each attendee
- Blank name tags, guest tickets, and CE/activity tickets

Supplies & Equipment at Desk

- Printer
- Surge protector/extension cord
- Envelopes
- Stapler
- Pens
- Scissors

- Tape
- Copy paper
- Legal pad
- Flash drive
- Hand sanitizer

Mentor/Mentee Meet and Greet

- 20 mentor/mentee pairs participated in the Meet and Greet.
- The event was originally scheduled to take place at the Saturday night Manager's Reception at the conference hotel, but had to be moved to a room in the conference center because of the large group size.
- The facilitator welcomed participants to the reception, introduced some special guests, and encouraged mentor/mentee pairs to learn more about each other and set up additional times to meet during the conference.
- There was no expense for the event because all matching was done in advance via email. Conference badges identified the participants and food, drinks, and water were provided as part of the venue contract.

What Could Be Improved

- All one-day registrations should include which day they intend to participate.
- All attendance questions, such as "Do you plan to attend the Sunday evening event "A Night at the Museum?" should require Yes/No answers; no Undecided. When you come down to the final meal count, undecided is not helpful, nor should you state "This is just an informal poll." You either need the count or you don't.
- We had 25 special diet requests. For buffet meals, all items should be identified according to the requests; for plated meals, other means, colored dots on badges, place cards, etc. should be used for identification.
- From 2011: "I recommend that the Chapter purchase two tablecloths to be used at the Registration and Hospitality tables with the appropriate color and imprinted with the Chapter logo. It would make the tables much more visible and identifiable." We did not do this since the conference center had specific registration and hospitality signed areas.

- From 2011: "It was suggested that the password for the meeting be the same as the Chapter membership password." That could work also for HSLI members, unless the password changes annually only by year.
- We had three sets of scholarships awarded; HSLI Maghrabi Scholarship (6), NN/LM LIS Student Outreach Award (9), and MWMLA-1st Time, Student and Annual Meeting Awards (6), all of which entailed different registration procedures. Be aware of these and how they will be paid/handled up front. The Planning Committee should budget for the MWMLA scholarships.
- Wild Apricot does not have a survey/evaluation function at this point, but a mass email with a link to a survey tool can be sent out to attendees.
- Include the exhibitors in the Wild Apricot process.
- Clean up Wild Apricot registrations as they are received to make name, institution and city/state fields consistent for badge printing later.
- Several vendors changed the individual exhibitors attending at the last minute. We suggest including only the name of the vendor on the identification badge, leaving space for them to slip in their personal business card once they've arrived.
- I had the 2011 conference report to work from. It would have been helpful to receive the 2012 registration final report once it was completed.

Speaker Programming Committee Report

Committee Members: Melissa Hudak, Chair

Member: Sarah Dick

The Planning Process:

As the planning process began, the Speaker Programming Committee polled the full Conference Planning Committee for suggestions for speakers. Many suggestions were nationally known people who unfortunately were far out of reach of our budget. The Speakers Committee then looked at various websites which allow those in the library community who give presentations the opportunity to share their speeches, Power Points, etc. These websites allowed us to put together a list of several possible candidates. Other candidates were added to our list by reviewing several well-known librarians at the colleges and organizations serving the Midwest area and deciding who might be of interest to our attendees.

A list of twelve candidates was sent out to the Conference Planning Committee for a vote. Included was biographical information on each speaker candidate, along with links to their websites, past presentations, or any other available information on each potential speaker. Some of the speakers had posted videos of past presentations online, giving members an idea of their presentation style. Voting resulted in the creation of a short list of four potential speakers.

When the surveys were all returned, the candidate with the most votes was Michelle Kraft, Senior Medical Librarian at the Cleveland Clinic Alumni Library, who also has a blog under the name of the Krafty Librarian. The Speakers Committee contacted Michelle, who agreed to give our keynote address.

The Speakers Committee then turned their attention to a Plenary Speaker. The candidate with the second most votes proved to be unavailable, so the Committee contacted Sarah Houghton. She is Director of the San Rafael Public Library and blogs as the "Librarian in Black". After contacting Sarah, she agreed to give our plenary address.

It had been arranged that each speaker would receive waived registration for the conference along with one night's stay at the Embassy Suites hotel. Each would also receive a speaker's fee and travel expenses. Because Michelle Kraft wanted to stay longer at the conference, she waived most of her fee in exchange for another night's stay at the hotel.

Each speaker signed a contract outlining their responsibilities, and the responsibilities of the Speakers Committee. The contract also let each speaker note their technology needs, including their need for Internet access, type of microphone preferred, need for a projector, podium, etc.

Because of unforeseen events that had led to two speakers being unavailable to attend the 2012 Midwest Conference meeting in Rochester, Minnesota, arrangements were made for an executive at OSF Saint Francis Medical Center in Peoria to serve as a backup speaker. It was decided that he would speak about the future of health care if either of our planned speakers was unable to attend the conference.

The Speakers Committee corresponded via email with both Michelle Kraft and Sarah Houghton extensively about the topics of their speeches. The Committee wanted each speech to touch on our conference theme "Navigating a River of Information". Michelle Kraft agreed to present a topic focusing on "Emerging Technologies and the Evolving Library". Sarah Houghton agreed to focus on "The Future of the Digital Library".

As the conference drew closer, hotel and travel arrangements were confirmed for both speakers. Each made their own travel arrangements, with reimbursement being done as quickly as possible by our financial committee members. Hotel arrangements were made via our Hotel Arrangements Committee. Each speaker was emailed information on their hotel reservations to smooth their check-in process. Sarah Houghton arranged for a rental car to drive herself from O'Hare Airport in Chicago to Peoria. Since Michelle Kraft's flight ended in Peoria, arrangements were made for the hotel shuttle to pick her up at the airport and drive her to the hotel.

During the final days leading up to the conference both speakers were contacted by Speaker Committee Members to iron out any last minute details, answer any questions the speakers had, and see if either would need to have handouts printed. The executive assistant of the backup speaker was contacted to make certain he was still available if necessary.

The Presentations:

On Saturday October 5th, Michelle Kraft arrived at the conference. As Speakers Committee Chair Sarah Dick was unable to attend the conference, Michelle was greeted by Melissa Hudak. On the morning of Sunday October 6th, Michelle Kraft reviewed the text of her introduction, and then reviewed the technology and other arrangements made for her speech.

Michelle Kraft gave her keynote presentation on October 6th from 1 to 2 PM. Her talk was "Emerging Technologies and the Evolving Library". Michelle was greeted warmly and her talk went extremely well.

On Monday morning Sarah Houghton arrived at the conference. She was greeted by Melissa Hudak and, because of time constraints, Sarah reviewed the text of her introduction while Stacey Knight-Davis loaded her presentation onto the conference's computer. Sarah then reviewed the other technology arranged for her speech.

Then on Monday October 7th from 9 to 10 AM Sarah Houghton gave her plenary presentation on the topic of "The Future of the Digital Library". As in the case of Michelle Kraft, Sarah's presentation was very popular, and sparked a great deal of discussion.

Both Michelle Kraft and Sarah Houghton gave vibrant, thoughtful presentations pertinent to our attendees. Many compliments were received on the intelligence and timeliness of their talks. Both proved to be highly popular with conference attendees. Because both of our speakers have popular blogs, many of our attendees already "knew" them virtually, if not in person, making them solid choices for giving presentations.

Notes & Suggestions:

Although both of our speakers were able to attend the conference, it is highly advised that any future meetings arrange for a backup speaker, just in case unforeseen difficulties emerge. Although our backup speaker was not needed, it was reassuring to know we had one just in case our speakers had not been available for any reason.

Appendix A Conference Evaluation; Survey Results

	Excellent	Good	Fair	Poor	N/A or No Opinion
Overall Conference	34	26	2	0	1
Program Quality	30	24	8	0	1
Michelle Kraft	32	18	7	1	4
Sarah Houghton	46	10	3	1	3
GMR Tech Forum	16	22	6	0	19
NLM Update	6	32	7	3	15
GMR Update	7	32	10	1	11
MLA Update	5	40	6	0	12
Papers	22	29	8	0	4
Posters	23	22	10	2	6
CE Selection	28	11	4	0	20
Meeting Facilities	46	11	4	0	1
Food	45	15	1	0	1
Exhibits	17	30	9	1	5
Sunrise Seminars	6	12	1	0	43
Welcome Reception	21	25	4	0	13
Museum	22	15	13	5	8
Website	19	31	12	0	1
Registration	33	26	1	1	2

What topics would you like to see covered in future CE or program content?

A roundtable about collection development or something related to online versus print collections.

Accountable Care Act and medical libraries - helping health caregivers and the public understand it.

Active Learning and Adult Education Theory

Altmetrics

Ctsi support

Business aspects of hospital libraries; SWOT analysis;

Copyright - beyond the basics, multimedia, for hospitals which are not covered by the educational exemption, NOT for academic institutions

Disappointed that the most popular CE, systematic reviews, could accommodate only a few people.

I liked the idea brought up at the conference for understanding a business plan, swot analysis, and perhaps competitive intelligence.

Perhaps another course about dissemination of evidence. Formulating a table of evidence...

Keep doing what you're doing, a mix of topics of possible interest and addressing the sometimes differing needs of hospital and academic medical librarians, library school students, transfers from other fields of librarianship.

Keep technology and its effect on library processes and services at the forefront of our CE offerings.

Link Resolvers, e-Journals, Federated Searching, EBSCO EDS

Marketing, leadership, Advocacy, Consumer Health

More workshop-format sessions - e.g. covering search strategies &/or designing literature searching training workshops for students &/or faculty.

Open Access

Teaching EBM

Communicating and Marketing to your users

How to evaluate your collection (books, e-books, journals, e-journal, databases, etc)

How to do webcasts for remote teaching to your users

Teaching EBP

Are there other vendors you would like to see exhibit?

Endnote.

Medcom Trainex

None come to mind--the "big names" were largely there. Although if UIUC's library school was there, Dominican and other Midwest schools could have/should have been there, too!

PEPID

Thomas Reuters

Perhaps Mosby's. They are making leaps and strides with resources for nurses.

Some non-library vendors would be good; i.e. perhaps some of the major hand-held device manufacturers.

Swets, RefWorks

The Wolters Klower reps only seemed to know about their anatomy/physiology products, & didn't appear to know much about products related to nursing or nurse training.

Is there other information you would like to see on the website?

A more robust social media presence

Don't know

I didn't find the blog format especially easy to navigate

I would have liked to see more frequent updating.

Make the complete program available earlier

The complete program should be posted earlier than the Friday before the conference starts on Saturday, esp. for concurrent paper scheduling information.

The information was there but I thought it wasn't as timely as it should have been.

The information was there, it just needed to be organized so there wasn't quite so many links to click before finding what is needed. Also suggest making this a responsive design so it's easier to deal with on a smart phone or tablet.

Things to do in Peoria

What would you like to see done differently at Midwest Chapter meetings.

I don't think the same people should be allowed to present multiple times unless they are proven good speakers with fairly different presentations for each time they speak if at all possible.

The complete program should be posted earlier than the Friday before the conference starts on Saturday, esp. for concurrent paper scheduling information.

A session with the vendors other than the Sunrise session. A panel perhaps?

If folks win conference scholarships, they should "earn them", not skip out after 1 day of the conference. Besides writing up their experiences, perhaps they could help out in some other way?

The main speaker room shouldn't have theater seating and no tables if you are feeding them in that room (breakfast was impossible).

Very uncomfortable set up, even Ms Houghton wouldn't get up on that creepy stage with the projector hitting her in the face. Not well laid out.

It always seems that during the concurrent sessions there will be three happening simultaneously that I want to attend then nothing I'm interested in during other sessions.

Would like to have some sort of schedule planner available. also, i dont think the sunrise seminars were advertised beforehand, or at least i couldnt find them. also, should have dine-arounds offered every night of conference when dinner isnt served, not just one night. Had to shop around on monday night so I didnt eat alone :(

Nothing

Bring speakers down off podium or position laptop differently - need to have access to computer better for speakers/presenters.

Have technology working better (especially connection to internet)

Rooms were mostly much too cold.

A wandering microphone (& a person to wander with it) might have improved the questions/answers sessions.

Usually quite insufficient time for questions/answers.

Don't have it over the weekend.

Interest group meetings, Round table discussions

More papers and posters

In room wi-fi

NLM, MLA and GMR updates have been conducted in the same manner for years. The format and approach need some sparkle.

The poster session was a little strange. Last year, due to facility issues, there was no time which presenters could go around and even view other posters. We had to set up and tear down immediately before and after the poster session. This year the poster session took place in the vendor room and we were spread all over the place

The poster session/vendor layout was awful. Posters at the back of the room got far less traffic, the lighting was bad.

What was your least favorite thing about the conference?

Cold CE class

Cold rooms!

Concurrent sessions

Food at the Museum. Was like frozen pizza. Didn't live up to hype.

Having to leave my room for wi-fi.

I presented one of the posters and I was disappointed with layout of the room. I wish that the posters and the exhibitors would have been done differently.

I thought the keynote speaker was enthusiastic but not incredibly informative for conference attendees.

Insufficient time/difficulty in finding opportunities to meet with people on an informal basis - might be nice to have one of those round robin sessions where a theme is assigned to each of 8 or so tables, and people interested in those topics sit there and talk for 10 minutes or so - just long enough to exchange names/contact information, and maybe a few questions, before moving to another table.

Internet timing out every five minutes

It was unfortunate that the museum has such limited access. Also, NO RECYCLING done by hotel.

Also, cash bar at Welcome and Exhibitor's Reception was very expensive.

Michelle Kraft's presentation was a little disappointing... I have never seen her speak before but my impression was that she didn't seem to be well prepared. Also, the Night at the Museum was a little boring. The museum was okay but probably geared more towards children. The food was not very good at all... the selection was limited and was just not very sophisticated.... rice crispy treats for dessert?!?!

Midwest chapter is cliquish, after years of off and on membership I don't really understand why it exists at all. I wasn't impressed with Michelle Kraft or the Librarian in Black.. Nice people but the presentations were vapid...

One of the speakers did not show up at a presentation.

Plenary speaker choice, mixing poster exhibit with vendors, very poor food at Museum.

Riverfront Museum -- paid for guest ticket. Tickets not collected. Not a lot of food for \$50. Several galleries closed.

Seeing the same presenters multiple times.

Seemed wrong to have keynote speaker who was member of chapter. want to hear from different professions or perspectives. also, not a big fan of the riverfront museum event. why all the gluten free food?

Sorry, but not just one...

The drawing during the Welcome and Exhibitor's reception should have been scheduled to happen earlier.

The food at the Riverfront Museum was not good.

The poster session mentioned above.

The Sunday morning sessions were disrupted by the church group. Seems like the venue could have separated the groups better.

There was no welcome and introduction of the conference committee. I did not know who the chair was until the business meeting. the conference was almost over by then.

There was very little downtime. Asking people to concentrate and keep going for 8 hours straight for 2 days, without time to step back and fully absorb or discuss what they were seeing meant that by the end of the day the brain was totally overwhelmed. I felt I lost networking opportunities by being so tightly scheduled.

Though I understand why it was done, holding the questions until the end of the contributed paper sessions was difficult. Many times the participants had to switch rooms for the next session. And coming back just to ask a question from another room, just wasn't feasible.

What was the best thing about the conference?

Accommodation, Hotel food.

Around 180-200 people is a nice group for networking and socializing. The venue was great, with hotel and conference center so close but across from each other. The bus and airport were close, too, parking was free...Peoria was an unanticipated nice venue, and we felt welcome. That is the advantage of not holding everything in big urban areas...

CE, but this is the only thing I attended.

Convenience of hotel room proximity to conference center and food was outstanding!

Emerging Technologies class with Gabe Rios and Melissa DeSantis

Everything else was awesome.

I enjoyed the Health Information Practice Summit and the GMR Technology Forum.

I liked not doing the business meeting during lunch this time and that for the most part everything remained on schedule.

I think Sarah Houghton's presentation was outstanding - refreshing - enlivening. Giving hope that even libraries with small budgets and major challenges can be innovative.

Keynote and plenary speakers, venue--hotel was awesome.

Meeting people from the chapter that I only knew by name, from other states

Opportunities for networking

Opportunity to network and see what other people are doing

Plenary and keynote speakers.

presenters, variety of attendees to network with, good selection of exhibitors

Sarah Houghton

Sarah Houghton! Brilliant speaker. Wish she could have talked for two hours!

Talking with presenters & other delegates in between sessions.

The continuing education

The food! Loved it! Please don't lose this for next years conference!

Actually the keynote speaker and the GMR technology update were most relevant and rewarding. Thank you!

The food.

The great presentations and facilities and networking opportunities.

The hotel and accommodations were phenom. so convenient. would enjoy additional "fun" events to socialize with other members

The mentoring match up... and contributed papers.

The networking and the size of the conference. it was just right and not overwhelming like MLA national

The plenary speaker was excellent! The hotel and facilities were also very nice.

The plenary speaker was excellent.

The schedule was manageable and made it so that I could attend everything that I wanted and still have time for short breaks. Having the food and drinks available during the breaks was great!

There was plenty of time to network and meet new people. Also, because it wasn't a large group, it was easy to get to know a lot of people.

This was a great location. The facility was great and it was a good location. Not downtown, but not too remote.

Very safe and welcoming atmosphere for first time attendees and students.

Please provide any other comments you desire.

Although she had some interesting insights, I thought Sarah Houghton's presentation was a bit gimmicky. Didn't really fit in to the overall theme.

An online spreadsheet of delegates would be great - so we can sort/highlight ones we'd like to target in conversation/networking.

Bring more energy, organize evening social events (sponsor it by Vendors!).

Conference organizers should write some tips, along with other conference planning procedures, to pass along to succeeding organizers on what points should be included in the hotel contract.

(1) The biggest one--this is a conference of folks who like to split costs and share rooms...Have sufficient rooms in the block of rooms to accommodate this (not singles with 1 bed) AND make sure the reservation system can accommodate unrelated persons who are sharing the room and splitting the costs. Embassy Suites did NOT live up to its reputation in this regard, dropping people's names from the reservation, informing callers the block of rooms was fall way before it was, etc.

(2) If WI-FI is not available free in the rooms, each person checking in should be informed (or receive info) on how to log in (in the lobby, etc.). Guests should not have to inform each other of how to do this.

(3) Organizers should keep in touch with the conference center manager to anticipate other events taking place simultaneously to the conference. Being sandwiched in between 2 weddings' receptions was not the greatest scheduling for wedding guests or conference goers...

Food was excellent, but had too much! Gained 5 lbs! :)

I would prefer that there were a few minutes for questions after each speaker until holding all questions until after all speakers have presented. If you had a question for the 1st speaker but moved on to another room after they spoke, you didn't have a chance to ask the question unless you talked to them later.

In the future, would like to focus on practical skills and how to's, since most of us libraries are facing tough times anyway

thank you for the great conference.

The accommodations were pleasant. The conference center was very nice. Thank you for making this a successful conference.

The food at the hotel put the food at the Museum to shame. Both in terms of quantity and quality. Peoria Embassy Suites was a great conference venue site.

This was my first MLA Midwest Chapter conference, and I was very impressed. Possibly the best conference I've attended, and I've been to a lot of them.

You guys did a nice job. Peoria was a great place to meet and I loved having the conference and the hotel right there rather than having them geographically distinct

Appendix B Midwest MLA 2013 Conference Budget

Committee	DETAIL	REVENUE	PER PERSON	COUNT	EXPENSES
Chapter	Seed money grant	\$ 5,000.00			\$ (5,000.00)
Continuing Education	CE	\$ 5,975.00		Air & ground, per diem	\$ 2,772.55
Hospitality					
Brian	Sunday night event Table set up				\$ 4,650.14 \$ 64.58
Daneen	Saturday night welcome Centerpieces				\$ 5,006.82 \$ 36.23
Program	Keynote Speaker				\$ 500.00
Michelle Kraft	Transportation & per diem				\$ 275.60
Sarah Houghton	Plenary Speaker				\$ 2,000.00
Sarah Houghton	Transportation & per diem				\$ 429.80
Sarah Houghton	Ground Transportation				\$ 175.21
Roy	Cubicle Clips for Posters				\$ 24.08
Booth library	Signage				\$ 217.55
Stacey	Printed Program				\$ 846.07
	GMR Speaker Award	\$ 1,500.00			
Publicity					
Roy	Printing promotional sticky notes				\$ 229.00
Roy	Door Prizes				\$ 75.90
	LOGO design				\$ -
REGISTRATION		\$ 36,180.00			
Michelle	Name badges				\$ 329.97
Heather	Ribbons for the badges				\$ 58.15
Exhibits	Vendors/Exhibits booth fees	\$ 22,710.00			
	Registration	\$ 18,125.00			
	Additional rep registration fees	\$ 585.00			
	Sunrise Seminar	\$ 2,000.00			
	Poster	\$ 500.00			
	Other	\$ 675.00			
	Advertisement in printed progr:	\$ 775.00			
Daneen	Phone Charges to vendors				\$ 62.60
Facilities	Hotel, AV, Conference Rooms				\$ 50,634.62
	Liability insurance				\$ -
	AV Support			Included in hotel expenses	
	PayPal credits	\$ 1,210.00		PayPal debits	\$ (54.92)
	Total	\$ 66,600.00			\$ 63,333.95