

ST-12 Wyoming Report

Wyoming State Representative

Stephen Boss

1-1-2015

MPLA Activities

- Reviewed reports submitted by the MPLA Committees and by the state representatives;
- Sent a Wyoming news to the editor for the upcoming MPLA newsletter;
- WLA representatives and the WLA Executive Secretary got a signed contract for the 2015 joint WLA/MPLA Conference to be held in Cheyenne, Wyoming, September 23 – 25, 2015 at the Little America Resort. We ran the contract by Judy and others on the MPLA Board. The contract is now in place.

Conference Steering Committee for 2015

Stephen C. Boss - SBoss@uwyo.edu

Richard Landreth - lig2me@gmail.com

Laura Grott - lauragrott@gmail.com

Rosanne Latimer - rlatimer@uwyo.edu

Nancy Marlatt - NCyrus@uwyo.edu

Jamie Markus - jamie.markus@wyo.gov

Tina Wortham - tina.worthman@wyo.gov

Sarah Smith - ssmith@lccc.wy.edu

Ryan Brennan- ryan@ccpls.org

Monica Brennan- mbrennan@ccsd.k12.wy.us

Sid Stanfill (Program Chair) - sstanfill@sublettecountylibrary.org

Conference Committee Advisory Team

Maggie Farrell - Farrell@uwyo.edu

Lesley Boughton- lesley.boughton@wyo.gov

Action Items – MPLA Representative & WLA/MPLA 2015 Conference Chair

Note completed action items in the sections below;

- The contract for Little America in Cheyenne was signed (with Laura, Richard for WLA and Wendi and Judy for MPLA);
- Logos were designed by Nancy Marlatt and the committee voted on one;
- Pre-Conference promotional materials have been designed and ordered for us in the promotion of the 2015 joint conference more than a year in advance – materials will be

used to promote the joint conference at the 2014 AZLA/MPLA joint conference in November;

- Richard, Maggie and Stephen attend the AzLA/MPLA Conference. The conference was very nice as was the venue. It was good to see MPLA colleagues face-to-face;
- Extra mattering materials will be used to promote the WLA/MPLA 2015 Conference -- extra packets of marketing materials will be sent to Wyoming County Libraries. These packets will go out during the month of January.
- The Conference Chair shall sign all conference contracts. – **Reviewed Contract with Laura and Richard and obtained input from MPLA (Judy & Wendy) - DONE**

Special Event Subcommittees and Entertainment

Opening-Reception Sub-Committee

Sub-Committee Members

- Jamie Markus;
- Tina Wortham;
- Rosanne Latimer;
- Stephen Boss

Opening Reception Preparation Activities

- Assemble an Opening Reception Committee – **DONE**;
- Arrange to tour facilities for the reception as needed; - **DONE**;
- Cheyenne -- Venues Visited – **DONE**;
- Make a venue recommendation – **DONE**;
- Arrange for Cheyenne Trolley's (2) to provide transportation from Little America to the Cheyenne Frontier Days – Old West Museum – Contract Signed - **DONE**

Cheyenne Frontier Days – Old West Museum

<http://www.oldwestmuseum.org/>

Notes: The committee felt that the Cheyenne Frontier Days Old West Museum in Frontier Park would be an ideal place for the opening reception. There was a large open area (site of the annual art sale) that will be used for the reception. WLA/MPLA conference attendees will be able to view the collections while on-site. .



Old West Museum - Exterior



Old West Museum – Exhibit



Old West Museum – Reception Space

2015 WLA/MPLA Opening Reception Venue

The Opening-Reception Sub-Committee has settled on the **Frontier Park – Old West Museum** as the venue for the Opening Reception.

Opening Reception Notes/Recommendations:

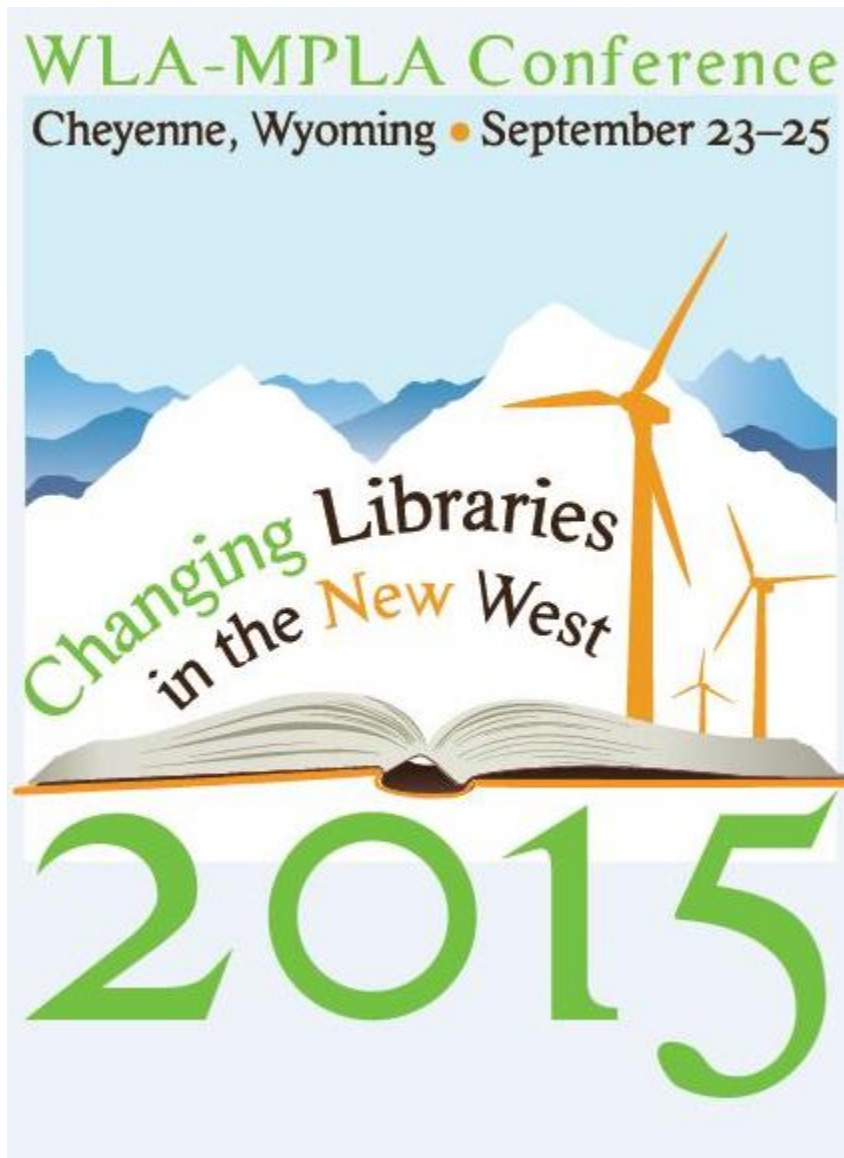
- WLA has charged between \$10-\$15 for the opening receptions. Tina and Jamie will go with the lower amount and consider our starting budget roughly \$2,000. (200 attendees x \$10);
- As a base budget we will start with \$1,000 and build from there. The caterers the group has in mind were able to scale up for the last library reception and based the menu off of the true budget (based on fees collected) about three weeks before the last reception. We estimate that will be able to secure the Venue and Caterer for around \$1,000;
- Transportation and additional food options will add cost will be provided with vendor support;
- Tina and Jamie (will be able to offer up better numbers in August (aka, after Cheyenne Frontier Days).

2015 WLA/MPLA Conference Theme Recommendation
“Changing Libraries in the New West”

Steps Taken:

- Solicit their ideas from Steering Committee Members and interested parties such as the Dean of Libraries @ UW and the Wyoming State Librarian. – **DONE**;
- Setup a “Poll Anywhere” poll to have Steering Committee Members vote. (See the vote polling above.) – **DONE**;
- Announce the theme to the Conference Steering Committee. - **DONE**

Below is the official logo. If you would like copies for promotion in various formats please e-mail me at sboss@uwyo.edu.



Conference Pre-Marketing Actions

- Nancy, Rosanne & Steve worked with UW Library Administration on developing marketing materials featuring our theme and logo. – **DONE**;
- A promotional sign/banner also made. This sign/banner was featured at the WLA/MPLA table promoting the upcoming joint conference. – **DONE**;
- The bookmarks and sticky notes will be sent to Wyoming County Libraries as promotional materials for the 2015 conference. – **Steve & Rosanne – Pending**;
- The UW Libraries will order additional batches of these materials to be handed out at the 2015 conference. – **Pending**.



MPLA Table With WLA/MPLA 2015 Conference Sign



MPLA Table With WLA/MPLA 2015 Conference Post-It Notes, Bookmarks & Informational Material's on Cheyenne, Wyoming

WLA Conference Timeline

- 2 years ahead: Appointment as Conference Chair is made. Sit in on current conference steering committee. – **DONE**;
- 1 year ahead: Establish theme and logo for conference. (Remember your committee is ready to work!) Have something ready to present at conference business meeting, encouraging program proposals for the following year. – **DONE**;
- November/December: find a keynote and author for luncheon. Remember, you can always write into the contracts that these people also give an extra “session” as well as book signing, etc. – **DONE**;

Scott Ginsberg - Keynote Speaker Under Contract

Action Item: We have entered under contract with Scott Ginsberg of “Hello My Name is Scott” fame.

Note: Some of Scott’s accomplishments are listed below. These items were taken from Scott’s website. <http://www.hellomynameisscott.com/content/home>

Meet Scott Meet Scott

- **ENTREPRENEUR.** He transformed wearing a nametag into a successful enterprise. His publishing/consulting company, *HELLO, my name is Scott!* offers an array of products and services. And, he was voted as St. Louis's "Young Entrepreneur of the Year," in 2008 by *The St. Louis Small Business Monthly!*
- **AUTHOR.** Scott is the author of twelve books including *HELLO, my name is Scott*, *The Power of Approachability*, *How to be That Guy* and *Make a Name for Yourself*.
- **NAMETAG TV.** In 2008, Scott launched his *Online Training Network*, NametagTV.com. This interactive learning community teaches approachability through video modules, message boards and other tools. Stick yourself out there!
- **SPEAKER.** Scott gives presentations, breakout sessions, keynote speeches and seminars to tens of thousands of people each year. He's shared the stage with bestselling authors/speakers like Jeffrey Gitomer, Jim Collins and Fred Reichheld. Companies and organizations worldwide have been successfully implementing his programs on approachability since 2003.
- **DIVERSE CLIENTELE.** Since 2003, Scott has worked with large companies like STAPLES, VERIZON Wireless, Boeing, Prudential Financial, UniGroup, Coldwell Banker, Gundaker Realty, Leo Burnett, Manpower and Hyatt Regency. He's and also worked with organizations like United States Jaycees, International Association of Workforce

Professionals, International Cemetery & Funeral Association, American Society of Association Executives, Meeting Professionals International, National Association of Personnel Services, School Nutrition Association, Word of Mouth Marketing Association and The YMCA of America.

- **THE NAMETAG GUY.** Scott is the only person in the world who wears a nametag 24-7 to make people friendlier. (In case you're wondering, he has a nametag tattooed on his chest for certain occasions.) While transforming his simple idea into a business, his adventures have earned him recognition as "The World's Foremost Expert on Nametags" and secured a spot in *Ripley's Believe it Or Not!*
- **COLUMNIST.** Scott is a regular contributor to American Expression Open Forum, *The Ladders*, *St. Louis Small Business Monthly*, *INSTORE Magazine*, and over 50 additional online/print publications. Also, his work has been reprinted in dozens of textbooks and resource guides.
- **MEDIA EXPERT.** Dubbed as "The Authority on Approachability," Scott is regularly interviewed by various online, print, radio and TV media for his unique expertise. He has been featured in hundreds of outlets such as *20/20*, *CNN*, *USA Today*, *The Wall Street Journal*, *Inc. Magazine*, *The Associated Press*, *REDBOOK*, *FastCompany*, *The Washington Post*, *Paul Harvey*, *The CBS Early Show* and *Headline News*. He even wrote "The Quiz" on approachability for *COSMO!*
- **NAMETAG NETWORK.** Scott's award winning, content-rich websites get as many as 30,000 hits a day from readers and audience members around the world. His blog was voted as #39 on the "Top 100 Business Blogs on the Web!" His ubiquitous web presence and powerful platform set the standard for entrepreneurs and marketers in his field, and have earned him an surprising amount of credibility seeing that he's just some guy who wears a nametag every day.
- * * *
When he's not traveling around the world speaking to companies, associations and universities, Scott lives in Brooklyn where he attempts to talk to strangers. To drop Scott a line today, call 314/374-3397 or email scott@hellomynameisscott.com.

Jack Gantos – Children's Author Luncheon Speaker Under Contract

Action Item: We have entered under contract with Jack Gantos.

Note: Some of Jack's accomplishments are listed below. These items were taken from Jack's website.

Here is a bit of information on Jack Gleaned from his website.

<http://www.jackgantos.com/>

Jack Gantos has written books for readers of all ages, from picture books and middle-grade fiction to novels for young adults and adults. His works include *Hole in My Life*, a memoir that won the Michael L. Printz and Robert F. Sibert honors; *Joey Pigza Swallowed the Key*, a National Book Award Finalist, *Joey Pigza Loses Control*, a Newbery Honor book, and *Dead End in Norvelt*, the 2012 Newbery Award Winner, and the Scott O'Dell Award Winner for Best Historic Fiction.

Jack was born in Mount Pleasant, Pennsylvania, and grew up in the nearby town of Norvelt. He remembers playing a lot of “pass the chalk” in Mrs. Neiderheizer’s class in first grade. He was in the Bluebird reading group, which he later found out was for the slow readers. To this day he’d rather be called a Bluebird than a slow reader. His favorite game at that time was playing his clothes were on fire and rolling down a hill to save himself.

When he was seven, his family moved to Barbados. He attended British schools, where there was much emphasis on reading and writing. Students were friendly but fiercely competitive, and the teachers made learning a lot of fun. By fifth grade he had managed to learn 90 percent of what he knows to this very day.

When the family moved to south Florida, he found his new classmates uninterested in their studies, and his teachers spent most of their time disciplining students. Jack retreated to an abandoned bookmobile (three flat tires and empty of books) parked out behind the sandy ball field, and read for most of the day. His greatest wish in life is to replace trailer parks with bookmobile parks, which he thinks will eliminate most of the targets for tornadoes and educate an entire generation of great kids who now go to schools that are underfunded and substandard.

The seeds for Jack’s writing career were planted in sixth grade, when he read his sister’s diary and decided he could write better than she could. He begged his mother for a diary and began to collect anecdotes he overheard at school, mostly from standing outside the teachers’ lounge and listening to their lunchtime conversations. Later, he incorporated many of these anecdotes into stories.

In junior high he went to a school that had been converted from a former state prison. He thinks the inmates probably fled for their lives once the students showed up. Again, he spent most of his time reading on his own and, like “Harriet” in *Harriet The Spy*, he spied on all his “low supervision” neighbors and wrote down their lunatic activities (a lot of gore and broken bones and bizarre games).

In high school he decided to become a writer. But he would have to wait another three years, until he went to college, before he could actually meet other writers and study with teachers who thought writing amounted to more than just cribbing book reports and composing sympathy notes.

While in college, he and an illustrator friend, Nicole Rubel, began working on picture books. After a series of well-deserved rejections, they published their first book, *Rotten Ralph*, in 1976. It was a success and the beginning of Jack's career as a professional writer. This surprised a great many people who thought he was going to specialize in rehabilitating old bookmobiles into housing for retired librarians.

Jack continued to write children's books and began to teach courses in children's book writing and children's literature. He developed the master's degree program in children's book writing at Emerson College and the Vermont College M.F.A. program for children's book writers. He now devotes his time to writing books and educational speaking.

<http://www.jackgantos.com/>

We are excited to have these two dynamic speakers under contract.

Additional Pending Action Items

- January: solicit programs using the electronic form on the WLA website to make proposals. **Steve – Pending**
- January/February: Think about the number of tracks for program sessions plus time for vendors. Check with Executive Secretary as she works with vendors. You will need to know when these vendor sessions are. Remember they are no conflict sessions.
- February: Set number of tracks of programming plus time for vendors.
- February: Work with Executive Secretary to have registration costs and vendor costs ready for:
 - WLA Board meeting. Don't forget to write the report for the Board!
 - March 1: Program proposals are due. Vice –President and the programming committee now gets to work to select programs.
 - May 1: deadline for program decisions: This is a must!
 - May 1-15: With assistance of VP, fine tune the schedule so contracts can have at least a date on them.
 - May 15: All session contracts go out. We sent/received all contracts electronically. It worked very well. Send contracts to non-paid presenters as well.
 - June 15: all contracts returned. Make it earlier if you can.
 - June 30 – July 6: publish the program schedule and registration form to the WLA Conference website. At the very LEAST this should be proofed by

communications.

- Early July: Conference Chair needs to have an article ready for the Outrider and WLA newsletter promoting the conference. This date depends on a number of things, so if you can have it ready earlier that would be best.
- August: Make sure you have a date set for publishing/printing your conference programs (Don't forget the Conference-at-a-glance). Suggest no later than August 15.
- Early September: Print Conference program.
- Week before conference: Print room/sessions assignments to hand out at the registration table.

Respectfully submitted,
Stephen Boss
Wyoming Representative