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Letter to Betty Taylor regarding the SEAALL Institute, September 27, 1973

Peyton Neal Jr.

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September 27, 1973

Mrs. Betty W. Taylor, Director
School of Law Library
University of Florida
Gainesville, Florida 32611

Dear Betty:

I was just about to write you regarding the planned Institute, so that I could include some of the basic details in the first issue of the SOUTHEASTERN CHAPTER NEWSLETTER, which will appear in early November if all goes well. In the event you have a date, the place and faculty members already designated, we can include this.

We do plan another newsletter in January and maybe it would be a good vehicle to announce your detailed plans.

I will attempt to set out some of the information you asked about in your letter.

Local Arrangements: We first made contact with the Atlanta Convention & Visitors Bureau, addressing Mr. J. Mack Widincamp, who was then Director of Convention Sales. He provided us with several alternatives as to space and was able to quote rates as well as availability. All we had to furnish were our dates (first, second and third choices) and the number of registrants (with number of single/double rooms estimated).

We then made arrangements with the people at the Sheraton Emory Inn. Their manager was Elliot C. Lifshey and the sales director, Barbara Rosenzweig. Our only difficulty there was that we underestimated the number of rooms we would need early on, and had some difficulty increasing our number later on. I would suggest it is better to overestimate and then "let go" some rooms than to try the other procedure.

Faculty: We offered to pay all expenses of travel to and from Atlanta, room and meals. I was also able to arrange the air travel for Pat Piper, Dick Hutchins, Paul Willis, and Carl Kenyon so that they arrived at the Atlanta airport at approximately the same time. This permitted transportation to the Motel by the Sheraton vehicles at no charge. It also afforded the faculty an opportunity to talk over the plans at dinner Wednesday evening and again at Thursday breakfast.
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There is some precedent for paying an "honorarium" to non-law librarian faculty members at AALL programs; but I believe law librarians serve without fees.

Program: We had an announcement printed here at the local printer, and had it mailed (first class postage was used both because of a lack of time and because we thought it would get better results) to all AALL members.

Syllabus: It is valuable to have some type of outline prepared in advance, not only to assist librarians in securing travel funds from Deans, etc., but to give prospective participants an opportunity to see both WHAT will be covered and BY WHOM.

I have furnished an outline to all faculty members each time I have planned an Institute. And I have generally made some suggestions as to possible areas of coverage. This then permits a starting point for each faculty participant to begin his or her work.

We provided a reading list for the AALL Rotating Institutes, but for the short programs, at least for the Cataloging & Classification program last April, we decided not to put out so much information in advance.

SPONSORSHIP: As you know, we did arrange to have some sponsorship in order to keep registration fees as low as possible. The Information Dynamics Corporation people paid for 70 lunches on Friday, as the largest contribution. The Harrison Company and the Michie people also offered support.

EXHIBITORS: I always feel that you can profit from some types of exhibits at these programs. The Xerox (copying machines and telediarys) people; the IBM (copying machines, typewriters and "word-processing" equipment) people; and some of the microform people always seem willing to show up, provided they have enough advance notice. We did ask for a $30. exhibit fee at Atlanta, and we asked the Motel to provide a room for exhibits at no cost. They said they would provide each exhibitor with two rooms at the convention rate instead. This worked fine.

FREE TIME: I cannot emphasize enough the success we believe we had with our April program, because we did not have evening instruction. As you well know, Atlanta is an interesting and exciting city after dark.

I am sending a copy of this letter to Lamar and I hope it answers your questions. Please let me know something as soon as possible, as to "tentative dates," so I can include the data in the SE NEWSLETTER.
I would also appreciate a statement from you as to the plans and activities of the Automation Committee. Particularly the results of Seattle. Did you make a decision as to what to do about the committee's newsletter? It occurs to me that our SE NEWSLETTER may afford some opportunity here. At present, the plan is to send our initial issue outside the chapter area, as well.

Sincerely,

Peyton R. Neal, Jr.

PRNjr:nsl
cc: J. Lamar Woodard

bcc: William C. Younger