

CSLP Annual Conference, Scottsdale, AZ

Friday, April 08, 2011

General Session

**Membership-** GG (VT)- Please refer to the report in your conference packet.

**Rules of Use/ Copyright-** Karen Drevo-

A musical presentation by “Vera Fie and the Rulettes” singing “Stop in the Name of CSLP” and an informative question and answer section led by Ed-A Sullivan.

**Vendor-** Karen Yother (ID), Matt Mulder, Heidi Greene (Highsmith)

**General Information and Children’s :**

- Demco has bought Highsmith and also Evanced Solutions. There will also be a presentation by Nick Glass from Teaching Solutions. Matt leads a discussion on the 2011 products found in the catalog.
- Suggestions for products ensue.
- Requests again for bi-lingual (Spanish/English) reading records. Requests for some materials in French. This raises the concerns about products in many different languages. Lori Special (Diversity Chair) says that her committee is working on translations and templates in several different languages. Oregon would like many additional products in Spanish. A suggestion is made to create a label that could possibly be sold that would have the slogan in a variety of languages.
- Passports and pocket folders were well received.
- Cloth book socks were requested.
- Requests for mood pencils for teens and library card holders for children.
- A suggestion for coins or multiple products that children may want to collect be grouped into sets of 6 pieces since many libraries have a six week reading program.
- Transportation band bracelets were very popular.
- Incentive bundles? In sizes small, medium and large. This would only work for libraries who would be satisfied with whatever is bundled together for them. There would be no returns.
- Sample packs are requested. It would be far too difficult for Highsmith to offer many of the incentives earlier since they would be shipped from China.
- Requests again for flashdrives, costs are always a consideration.
- Requests for preschool related incentives that are size appropriate and not a choking hazard.

## **Presentation by Nick Glass from Teaching Books**

We have many more options from Teaching Books this year. Nick Glass joins us via Skype. This valuable resource offers complimentary tools that can enhance your summer reading program or general programming. [www.teachingbooks.net](http://www.teachingbooks.net)

Continuation of discussion of products with Highsmith

- Can iron-ons for t-shirts be thicker? This may not be cost effective.
- Can golf shirts be in women's cut? It's a possibility that will be explored, again price might be a factor.

### **Teen:**

- Magnetic bookmarks are great but could the teen bookmark be similar to the children's bookmarks, they have better magnets.
- Book review charts for teens and or adults
- Teen reading record that doesn't count time, just title lines.
- Stamps and or stickers
- Mood pencils didn't work so well. The pencils to react to heat and higher temperatures so if you are in a much warmer climate they may not work as well. Put them in the freezer to reshock them.
- Would like more of a variety of incentives for teens.
- Fat lanyards not thinner.
- Craft kits, jewelry, hair ornaments, headphones or earbuds. Again, it may be cost prohibitive to create these products.
- Glow in the dark duct tape
- Several images for tattoos
- Travel mugs for teens.
- Glow in the dark fangs similar to glowsticks
- Hemp bracelets, dog tags

### **Adults:**

- More graphics on adult bags, somewhere between a browser bag and canvas bag
- Coffee mugs, microwave safe
- Continue with journals
- Women's style t-shirts in plus sizes
- Iron on for Adults, can be used for bags
- Digital photo keychain

Presentation of art for four programs.

Distribution of incentives.

**Scholastic Partnership-** Matt Muldar (Highsmith)

We are happy to finally titles for purchase to use as incentives. The price points will be up to approximately \$2.00. We will do our best to expand upon publishers in order to offer a wider selection of books that are relevant to our themes. We hope to continue this aspect of the program for the future if the book sales are there. Please send any book title suggestions to Karen Yother (ID).

**Website-** Laura Lee Wilson (OH)

[www.cslpreads.org](http://www.cslpreads.org)

LLW reminds us that you will hear from individual committee chairs when updates are made to the site. The website committee does not send alerts. Karen Day also mentioned that if a member needs to reset a password to please email her about this. The reset button does not always work. There is discussion of the word AGENCY on the registration page of the website. The word can be confusing and will be changed to AGENCY/LIBRARY. The forum on the website is not user friendly and we will be moving to a WIKI based system in its place. The BOARD section of the website is where the minutes from all conference calls, meetings and annual conferences.

When using the message board, a new topic needs to be started. We will be adding a new section on the left navigation bar called Corrections to the Manual. We recently have found several errors to the manuals and this will be the location to find the corrections. Corrections, for the most part will be in PDF format to be printed and added to your manual.

The membership section is sort able by state in case anyone is interested in seeing who is registered for the website. We also have the ability to sort by name. This featured did not appear to work at the conference. Please use full name when attempting this search. All videos and PSA's will continue to be live on the summer but after October 1, 2011 (which is our designated date to remove all artwork) content will be removed and 2012 will become available.

For any additional information please refer to the report in your conference packet.

**Marketing and Public Relations-** Karen Balsen (NY)

All submissions from the Teen Video Challenge will be shown during the break. We will preview the children's PSA and audio PSA. Please refer to your report inside conference packet. Jet Blue airlines will have a still from the PSA that will be shown on all flights this summer. The PSA's may be downloaded and embedded on library websites. It may also be linked to library's Facebook pages. Please look into running them on closed circuit televisions in your library, approach local movie theaters, Girls & Boys Clubs, sports teams, etc.

Teen video contest submissions are also live on our website and will be previewed.

**General Committee Work, old and new-** Sue Sherif

Carol (Michigan) Thanked the membership for the warm welcome she received as a first time attendee.

**Future meeting dates:**

2012- April 10-12, 2012 Hershey, PA

2013- Atlanta, GA

2014- Mississippi