



# NASIG Newsletter

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## Other NASIG News

### Committee Updates

#### Financial Development Committee

November 2010

##### Committee Members:

David Bynog, Rice University, Chair  
 Stephen Clark, College of William & Mary, Vice Chair  
 Elizabeth Parang, Pepperdine University  
 Susan Markley, Villanova University  
 Mike Matthews, Northwestern State University  
 Zac Rolnik, Now Publishers  
 Lisa Blackwell, Nationwide Children's Hospital Medical Library, ex-officio

##### Board Liaison:

Rick Anderson

At the annual conference, the committee chair, Elizabeth Parang, met with the outgoing and in-coming *Newsletter* editors, Kathryn Wesley and Angela Dresselhaus, to discuss the possibilities for including advertisements in the *Newsletter*. The migration of the *Newsletter* to the bepress platform at Utah State University Library simplified the question of where, and for how long, the advertisements would appear.

The FDC has previously discussed setting a price of \$1,000 for a full-page ad and \$500 for a half-page ad. With the change in format, the committee determined that \$1,000 should be charged for the front-page ad and \$500 for interior ads. The prices may be adjusted if

there is no interest. *Newsletter* editor, Angela Dresselhaus, furnished information on possible sizes of the ads, preferring quarter page size advertisements for the interior ads, and the committee concurred. The interior pages of the *Newsletter* are PDFs and the ads will be permanent. Once a new issue is published, the front-page ad will only be visible from the issue page, not the home page. The FDC proposed the attached rate card with the possible addition of a discounted rate for multiple ads (e.g. \$3500 for a year-long front-page ad, and \$1600 for a year's worth of interior ads).

The FDC discussed the question of how much money NASIG should maintain in its checking and savings accounts. After much input from Treasurer Lisa Blackwell and extensive discussion, the committee recommended that \$5,000 on average be maintained in the checking account, and that the savings account should cover one year's worth of expenses, plus cost inflation. Overages should be added to the existing government bond account. Once Lisa has analyzed yearly expenses and met with the investment banker, the committee might revisit this issue.

Susan Markley worked on an addendum to the reimbursement policy to cover situations, such as the volcano that stranded our Merriman Award winner in Edinburgh for an extra week after the UKSG meeting. The board had approved a policy to approve contingency funding to cover such emergencies in the future. The following was added to the reimbursement policy for Annual Conference and Continuing Education Events, item #5: At the discretion of the Board,

additional funding may be allocated for reimbursement in cases of emergency situations or unavoidable travel delays for award recipients.

**Questions for the Board**

Has the FDC been charged to create a brochure of sponsorship opportunities and contact information, including: Vendor Expo, *Newsletter* Advertisement, Conference Sponsorship, CEC Event Sponsorship. If so, what is the expected timeline?

**Submitted by**

Elizabeth Parang