SECAC Board of Directors Meeting
4:30 PM, Wednesday, October 30, 1991
The Memphis Room, Crown Plaza Hotel

AGENDA

Call to order and recognition of new members

Adoption of the agenda

Minutes of 1990 meeting *

Treasurer’s report*

Administrator’s report

1992 Budget*

1991 Conference Report

Future Meeting Locations

1992, Birmingham
1993, Chapel Hill/Duke
1994 and beyond

Reports

Membership Poster Proposal
SECAC Review
Ads for the Review
Exhibition grant
Nominating Committee for 1992
SECAC Directory
Certificates of Recognition
New Awards Committee
News for the Newsletter

Affiliates and SESAH

SESAH
SEWCA
SOC
VRC

Old business

New business

Adjourn

*Documents included

The meeting will break at 6:00pm for dinner, the cost of which will be $15 or $20 including tax and tip (depending on entree). The meeting will reconvene at 7:30pm in the Memphis Room and continue until all business has been completed.
Minutes of the meeting of the Board of Directors of SECAC,
October 30, 1991, Crowne Plaza Hotel, Memphis, Tennessee.


President Larry L. Ligo called the meeting to order at 4:30 pm and introduced new Board members Linda Gigante from Kentucky, J. Michael Simpson from Alabama, Arthur Marks from North Carolina and Peggy McDowell from Louisiana, the latter two serving a second term.

He called for adoption of the agenda sent out to the Board and noted an additional item of business, the resignation of Mary Moore Jacoby, Secretary/Treasurer. The agenda was approved with that addition.

President Ligo called for approval of minutes of the 1990 meeting and they were approved as presented.

He called on Anne Thomas, in the absence of Mary Moore Jacoby, to give the Treasurer’s report. Thomas distributed a summary of income and expenses for 1991, and noted that October income had been slightly higher than projected. Thomas also called attention to a change in SECAC assets as a result of October figures. (revised reports attached).

Ligo called on Thomas for the Administrator’s report. Thomas reported that current SECAC membership was as follows:

Individual...454 with 126 currently due
Institutional...84 with 2 currently due

She reported that 107 letters had been sent to 1990 members who did not renew and that there had been 17 renewals, a 15% response, as a result. She also noted that there are currently 23 contributing members and that these people would be acknowledged with a letter of appreciation.

Ligo called on Anne Thomas to present the budget for 1992. Thomas noted that the proposed budget was based very much on the 1991 projected figures. The budget was approved as presented (attached).
President Ligo then called on Jim Ramsey for a report on the 1991 conference. Ramsey noted that he felt very positive about the conference, that it just might be the 2nd highest attendance on record. He attributed the response to the program. He distributed a summary of the activities of the 1991 local committee (attached). He informed the Board that 293 persons were on the pre-registration list; 221 @ $40, 9 @ $50, and 45 students. A total of 170 reservations for the banquet had been made. The total conference revenue as of October 28, was $13,540.

Ligo called for reports on future conferences and John Schnorrenberg spoke on behalf of the committee planning the 1992 conference at Birmingham, Alabama. He explained that there had been several personal problems that had prevented committee members from presenting the complete report that they had anticipated. He distributed a proposed budget, which maintained the registration fees at 1991 levels; a projected schedule, October 14 - 17, 1992; and a summary of hotels, possible speakers, and panel chairs (attached). There was considerable discussion about the length of the conference now that the program begins on Thursday morning and continues through Saturday night. It was suggested that the 1992 committee consider shortening the meeting by holding the Board meeting on Thursday morning. Brad Collins moved that the sessions begin at noon on Thursday in 1992. The motion was seconded by Boyd Saunders and was approved. Fred Moffat moved approval of registration fees of $40 and $50 for 1992. The motion was seconded and approved.

Arthur Marks reported on plans for the conference in 1993 in Chapel Hill /Durham and noted that he would take the suggestion of beginning the sessions at mid-day on Thursday under advisement. He reported that the Omni in Durham would be the conference hotel and that rates would be $69 per room. Dates for the meeting are October 21 - 23, 1993.

When President Ligo inquired about sites for 1994, Peggy McDowell said that New Orleans was prepared to issue an invitation if the Board was interested. The Board responded with enthusiasm and McDowell said that a written invitation would be forthcoming. Washington, DC and South Carolina were suggested as attractive sites for 1995 and after.

Ligo began reports from committees by asking Brad Collins to present plans for a SECAC poster. Collins showed the Board three designs, created by students in graphic design at the University of South Carolina, for a poster to be used for membership recruitment. The three were finalists in the class. He had no figures for the cost of producing the poster. Martha
Caldwell moved that, at the discretion of Larry Ligo, Brad Collins and Anne Thomas, one of the poster designs be reproduced and distributed as widely as possible to recruit members. The motion was approved. It was suggested that the poster could be used to advertise next year's conference.

The meeting adjourned for a dinner break at 6:15 pm and reconvened at 8:00 pm with a report on the SECAC Review. Floyd Martin reported that the Review was at the printers and that he expected to be mailing it out by the end of the year at the latest. He distributed a report (attached) that included recommendations for the 1992 Review. There were questions about the Review being listed in RILA and the Art Index and Martin agreed to look into both. Ligo then asked Paul Krainak to report on his investigation of advertising for the Review. Krainak distributed a report that summarized his findings (attached). There were questions about, and considerable discussion of the potential revenue from ads, whether it would justify the time and effort required to obtain ads, who would solicit ads and on what terms. It was the consensus that SECAC should seek ads, that the editor would determine rates and be the arbiter of taste and that the editor would be authorized to sign contracts. It was suggested that a professional in marketing be consulted for opinions about the possible response to advertising in the Review.

In the absence of Ron Larned, Bob Lemon reported that an announcement of the recipient of the Exhibition grant would be made by either Marcia Isaacson or Olef Sorenson at the SECAC annual business meeting. Eighteen proposals were submitted to the committee.

Lloyd Benjamin reporting for the Nominating Committee noted that terms of four Board members would expire in 1992, those representing Arkansas, Mississippi, Florida and Tennessee. He said that the committee would present a nomination for the unexpired term of retiring Secretary/Treasurer Mary Moore Jacoby at the SECAC annual business meeting on Saturday.

Martha Caldwell reported that a Directory would be published in 1992 and that it would be the joint effort of Administrator Anne Thomas and herself. She said that it would probable move to Chapel Hill for printing and distribution.

President Ligo called for suggestions for recipients of Certificates of Recognition. George Cress, retiring chair of the Art Department, the University of Tennessee at Chattanooga, and Hamilton Hazelhurst, retiring chair of the Art Department at Vanderbilt, were suggested. It was agreed that both should receive certificates.
Lloyd Benjamin reported for the New Awards Committee, which would be meeting during the conference to prepare a draft proposal that would be presented to the SECAC annual meeting on Saturday.

Peggy McDowell agreed to be the coordinator for news of members, both individual and institutional, for the Newsletter.

President Ligo called for reports from affiliates. Randy Mack reported that SECAH now represents 11 states and has over 160 members; that the organization met October 3 - 5 in Starkville, Mississippi, hosted by Mississippi State University. The meeting, attended by 75 persons, featured speaker, Robert Mark, and a tour of homes. SECAH publishes a journal and newsletter and gives awards certificates of excellence. The 1992 meeting in Charlotte will feature Biltmore Estate, and in 1993 the group will meet in Clemson.

Boyd Saunders reported for the Southern Graphic Council, which was organized in 1972. It is now the most effective body of its kind in the United States. It was hosted by the Kansas City Art Institute for the 1991 spring workshop. The 250 members come from all over the United States. SGÇ exchanges exhibitions with Canada. The 1992 spring workshop will be held at the University of Tennessee/Knoxville.

Tina Updike reported for VRC and noted that 1991 was the 14th SECAC conference in which VRC had participated. She reported a good response to the call for papers, resulting in two sessions during the conference. A tour of the Memphis State University slide library was also scheduled. Tina Updike currently serves as president of the national organization of visual resource curators.

Ligo called for old business and Randy Mack noted that he was the chair of an ad hoc committee to consider development of standards on tenure and promotion procedures. His committee includes Pamela Simpson, Lloyd Benjamin, Perri Lee Roberts, and Shaw Smith.

In response to the call for new business, Lloyd Benjamin presented a proposal for a museum survey to determine the exhibition policies and programs in Southeastern institutions. He noted that Shannon Mitchell of the University of Arkansas/Little Rock was interested in doing the survey. Pamela Simpson moved endorsement of Benjamin's proposal, Arthur Marks seconded and it was approved.
Attention was called to a letter from Mary Evelyn Stringer, retired professor from Mississippi University for Women, in which she suggested that the Board recognize the contribution of Joan Gregory to SECAC, saying that "she was the sort of glue that held the organization together." Pamela Simpson moved that a certificate be presented to Gregory, Marks seconded and the motion was approved.

A motion was made, seconded and approved that the meeting be adjourned.

Respectfully presented,

[Signature]

Anne W. Thomas, Acting Secretary
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MembershipTotal</td>
<td>15300</td>
<td>5120</td>
<td>4400</td>
<td>4390</td>
<td>13910</td>
<td>14300</td>
</tr>
<tr>
<td>Indmemb @$25</td>
<td>7400</td>
<td>960</td>
<td>2495</td>
<td>3300</td>
<td>6755</td>
<td>7400</td>
</tr>
<tr>
<td>Instmemb @$70</td>
<td>4130</td>
<td>1190</td>
<td>500</td>
<td>490</td>
<td>2500</td>
<td>5810</td>
</tr>
<tr>
<td>Stumemb @$5</td>
<td>50</td>
<td>100</td>
<td>200</td>
<td>200</td>
<td>309</td>
<td>300</td>
</tr>
<tr>
<td>Contmemb</td>
<td>50</td>
<td>615</td>
<td>400</td>
<td>1040</td>
<td>1040</td>
<td>1000</td>
</tr>
<tr>
<td>Interest</td>
<td>1600</td>
<td>637</td>
<td>111</td>
<td>500</td>
<td>1346</td>
<td>975</td>
</tr>
<tr>
<td>Review</td>
<td>45</td>
<td>18</td>
<td></td>
<td></td>
<td>63</td>
<td>100</td>
</tr>
<tr>
<td>Conf</td>
<td>10500</td>
<td>110</td>
<td>5362</td>
<td>9000</td>
<td>14472</td>
<td>14500</td>
</tr>
<tr>
<td>Misc</td>
<td>100</td>
<td></td>
<td></td>
<td></td>
<td>100</td>
<td></td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td>27500</td>
<td>5912</td>
<td>9891</td>
<td>13990</td>
<td>29793</td>
<td>29875</td>
</tr>
</tbody>
</table>

**EXPENSES**

| BankCh                      |           |               |                   |                   |           |           |
| Conference                  | 10500     | 722           | 1606              | 6500              | 9030       | 10650      |
| Fees                        | 100       | 240           |                   |                   | 290        | 300        |
| FICA/Tax                    | 404       | 572           | 572               |                   | 1548       | 1550       |
| Miscellaneous               | 1100      | 336           | 3000              | 2700              | 6036       | 2500       |
| Postage                     | 500       | 300           | 126               | 150               | 576        | 600        |
| Printing                    | 968       | 199           | 175               |                   | 1342       | 1500       |
| Repair/Main Equip           | 312       |               |                   |                   | 462        | 500        |
| REVIEW                      | 6000      | 5850          | 39                | 6000              | 11889      | 6000       |
| Staff                       | 7500      | 2916          | 1312              | 1312              | 5540       | 5540       |
| Supplies                    | 46        | 59            | 50                | 155               | 81         | 200        |
| Telephone                   | 50        | 44            | 7                 | 30                | 81         | 95         |
| Travel Reimburse            |           |               |                   |                   | 150        |             |
| **Total Expenses**          | 27550     | 12227         | 7122              | 17689             | 37038      | 29875       |
SECAC Assets as of October 28, 1991

$10,000.00  C/D @ 5.20%, maturity 4/17/92
$3,045.75   C/D @ 5.65%, maturity 1/17/92
$23,347.35  Interest bearing checking account

$36,393.10  Total assets, 10/28/91
25 October 1991

REPORT TO SECAC BOARD FROM CONFERENCE DIRECTOR

Larry Ligo has asked me to summarize the activities of the local planning committee for the 1991 meeting. Detailed planning began in October, 1990. It was our goal to put together a meeting that would attract a sizeable group (to justify our effort and to pay the expenses of the conference) in spite of these facts:

Memphis is on the western frontier of the SECAC region, Memphis does not have as much inherent appeal as New Orleans or Atlanta, and state travel budgets were being cut, making conference travel more expensive for individuals who might wish to attend.

The following measures proved effective in building interest and generating a good program:

(1) The Dean of the College of Communication and Fine Arts and the Chairman of the Art Department authorized release time from course teaching for (4) faculty to serve as a planning committee for SECAC. This group included "old hands" and "new blood." This dedicated professional time amounted to over $12,500 in salary and benefit dollars.

(2) The local committee was not interested putting together a modestly scaled meeting tailored to reduced circumstances. In fact, it would have been difficult to enlist much support from anyone had we followed such a course. Rather, my committee wanted to design the best possible meeting, which would include innovations and preserve valued SECAC traditions at the same time.

(3) The Call for Panel Topic proposals was mailed to the SECAC membership and resulted in a nice array of themes. Some had advised that thematic sessions never went over at SECAC, but the number of paper proposals proved otherwise. Only a few changes in the original slate of 40 topics were made later, and many panels subdivided into multiple sessions on the same topic.

(4) The Call for Papers was sent to SECAC mailing lists + CAA members in states near Memphis: Texas, Oklahoma, Missouri, Illinois, Indiana. Many precedents exist for including presenters from outside the region. All of our mailings stated the official policy that all participants must join the organization. The Call resulted in a program of over 200 presentations by artists, teachers, and museum professionals from 29 states.
The breakdown from SECAC states is: AL-2, AR-11, FL-10, GA-17, KY-3, LA-10, MS-10, NC-21, SC-5, TN-36, VA-16. Program participants from states outside the SECAC region: AZ-2, CA-1, CT-1, HI-1, IL-12, IN-7, IA-1, MA-4, MO-2, NEB-1, NY-6, Ohio-1, OK-1, PA-3, TX-10, DC-1, WI-1, Canada-1, Great Britain-2.

(5) SECAC was one of 15 grants awarded (out of 60 applications) by the Memphis Arts Council's June competition—for the keynote address by Leon Golub. Delta Airlines provided complimentary transportation and the Crowne Plaza offered complimentary lodging for this speaker. Mr. Golub agreed to sit on a panel Friday after his speech on Thursday.

(6) Memphis State funded a second plenary speaker, an historian of photography—Mike Weaver of Oxford University. Dr. Weaver also organized a panel, and Memphis State funded (2) speakers for it: Stan Tomita from Honolulu and William Williams from Haverford College. The cost of the last two speakers was $2600.

(7) Local institutions responded to my invitation to act as hosts of catered receptions. This was viewed first as a way of getting SECAC into our museums, and second, as a way of offsetting the cost of travel. The food and drink served at the Memphis College of Art, the Dixon Gallery, the University Gallery, and the Brooks Museum is provided by those institutions with only minimal costs incurred by SECAC to facilitate these receptions.

(8) The idea of holding the annual banquet at Graceland was a happy accident: only recently has space for private events been offered there, and fortunately a member of our Dean's staff knew it. We debated the merits of the idea and canvassed opinion from SECAC members. We knew that artists and scholars visiting Memphis invariably request a visit, and all of the "basics" needed for our banquet could be provided there—in a setting that is unique. We had planned for 100 participants. Numerous calls were received about tickets, and at present it is clear that more than 200 SECAC travelers will be there!

(9) We considered it important that all mailings should be received on time and that all telephone, mail, and fax communications should be prompt, informative, and courteous. When glitches were noted we tried to correct them promptly.

(10) In order to stay on schedule the local committee depended on our new Administrator for advice and information at every turn. We never had to wait for what we needed, and I suspect we requested more than the Administrator has ever been asked to provide in the past. Anne Thomas's professional performance in this capacity should be reassuring to all who are concerned with the future of SECAC.

(11) One of our innovations was the mailing of the complete program—with names and topics of all participants—along with pre-registration materials. We believe the opportunity to see the menu of activities planned helped many to decide to attend.
PRE-REGISTRATION HAS BEEN BRISK. As of 10/26, 229 have registered at the $40 or $50 rate; 46 students have pre-registered, paying the $5 membership fee. If the normal 20% of total registrations are at the door, the total registering for the 1991 meeting will be 345. The percent of students attending the Memphis meeting is the standard 16-17% of total registration.

COMPARISONS - Memphis pre-registration figures are higher than any other SECAC except Knoxville (1987). The Knoxville had the highest attendance in the history of our organization; if registration at the door is normal, Memphis will come in second—about 30 people short of the Knoxville record.

In addition to quantified data, we have heard of faculty without university support who are paying all of their own expenses to be here, of faculty who are driving from as far away as South Carolina, and of van-loads of graduate students who are making the effort to be with us and staying in student lodging we have arranged.

The percent attending from outside our 12-state region is doubtless higher this year. Based on my conversations with program participants, I believe we can benefit from the presence of new faces new who are attending SECAC for the first time and may decide to remain affiliated in the future. The newcomers have also contributed to the diversity of interests, outlooks, and backgrounds reflected in the program.

As I write this it is impossible to state definitively how much this year’s conference will cost and how much will be collected as revenue. Some bills will be paid during the conference itself and others soon after. Total registration figures will not be known until Friday afternoon. The budget I am working with at present indicates that we should break even and that the cost will be about $16,000, including the keynote honorarium, but not including the cash and in kind contributions of Memphis State, Memphis museums, Delta Airlines, or the Crowne Plaza. I will be providing more detail as I receive and organize it.

The local committee sincerely appreciates the efforts of Board members who have helped us get this far—by offering to chair sessions, by reading papers, and by offering advice. We encourage all Board members to share with us any useful observations you may have during and after the meeting. It has been a pleasure acting as your host, and we hope you will enjoy Memphis and will find this SECAC to be worthwhile and memorable!

James R. Ramsey

SECAC Committee: Greely Myatt, Larry Edwards, Carol Purtle
A number of suggestions have surfaced during the planning process which may be of use to future conference directors and committees:

a. Advertising in the conference program would reduce or eliminate printing costs ($1000 in 1991). A precedent for this exists in the decision of the Board to seek appropriate advertising for the SECAC Review. CAA has sent valuable information on how they handle advertising—similar procedures could be followed by SECAC.

b. SECAC mailing lists could be sold, just as CAA mailing lists are. Theirs are $60/1000 names. When we purchased CAA lists, we were asked if SECAC lists could be sold, but as yet no policy exists.

c. We received many questions about the policy of requiring membership in order to attend or participate in the SECAC meeting. Perhaps it is time to separate conference costs and benefits from membership costs and benefits. CAA and SAH quote separate conference registration fees for members and non-members. Non-members interested only in the conference pay only for it. Members pay for the conference at a reduced rate. If non-member and member registration fees are scaled properly, adequate revenue can be generated, and the total number attending may be greater.

d. Related to this is the term of our memberships, which, as I understand it, are variable based on the date when one joins. Keeping up with this information is quite a job, for SECAC and for individual members. Calendar-year memberships are the standard in CAA and SAH.

e. It may be possible to simplify the "exceptions to SECAC policies on membership and conference attendance". I believe a re-thinking of the "spouse clause" would be appropriate.

f. Until someone has the time to revise Floyd Martin's conference director's manual draft, the reports of subsequent directors could be provided to the current director, so that a complete and up-to-date picture of procedures and practices would be in his or her hands.
SECAC 1992
OCTOBER 15 - 17, 1992
UNIVERSITY OF ALABAMA AT BIRMINGHAM

CONFERENCE HOTEL:
The University Inn, which is located 4 blocks east of the Department of Art and 5 blocks southeast of the University Center is offering reasonable rates to SECAC at $39.00 per night single or double. (Conference Hotel)

The Best Western, located next to I-65 and 1 block west of the Department of Art and 3 blocks west of the University Center is offering SECAC conferees $36.00 per night for up to four people per room (closest and best deal).

There will also be housing in 5 Points South at the Pickwick Hotel for $79.00 per night (includes breakfast). The Pickwick is located 7 blocks from the Department of Art and 8 blocks from the University Center.

Keynote Speaker: The following is a list of people being considered at this point.

Kirk Varnadoe, Director, Museum of Modern Art, New York.

Germano Celante, Critic and Curator of Contemporary Art at the Guggenheim.

Ellen Zimmerman, Sculptor

The Starn Twins, Photographers

I. M. Pei, Architect

PANELS:
Professor James Alexander (UAB) is chairing the studio panels. Proposals should be forwarded to him at:
Department of Art
113 Humanities Building
900 13th Street South
UAB Station
Birmingham, AL 35294-1260

The Art History panels will be chaired by Professor Howard Risatti. Proposals should be forwarded to him at:
Art History Department
Virginia Commonwealth University
922 W. Franklin
Richmond, Virginia 23284-2519

SECAC 1992
A TENTATIVE BUDGET
OCTOBER 15-17, 1992

INCOME
Pre-registration 125 - $40.00 $5000.00
Registration 40 - 50.00 2000.00
Students 40 - 15.00 600.00
Sub Total $7600.00
Banquet 80 - 20.00 1600.00
Food (board meeting) 200.00
UAB Contribution 1500.00
Total $10,700.00

EXPENSES
Food $2100.00
Brochure 2900.00
Phone and Xerox 300.00
Transportation 1200.00
Keynote speaker 2000.00
Meeting rooms 500.00
Opening VAG 400.00
AV assistant 200.00
Banquet entertainment 900.00
Food (board meetings) 200.00
Total $10,700.00

Banquet Entertainment
Jazz Heritage Band
SECAC 1992
OCTOBER 14-17, 1992

Wednesday, October 14
12:00 - 5:00 p.m., Registration
5:00 - 7:00 p.m., Cash Bar WESCO Studios
(Faculty in the Department of Art will have open studios.)
6:30 p.m., Board meeting/dinner

Thursday, October 15
9:00 a.m. - 12:00 noon, Sessions
12:00 - 2:00 p.m., Lunch on your own
2:00 - 4:00 p.m., Sessions
4:30 - 5:30 p.m., Sessions
7:00 - 8:00 p.m., Keynote speaker (University Center or Hulsey)
8:00 - 9:00 p.m., Opening reception (Photo Exhibition, VAG)

Friday, October 16
9:00 a.m. - 12:00 noon, Sessions
12:00 - 2:00 p.m., Lunch
2:00 - 5:00 p.m., Sessions
6:00 - 9:00 p.m., Art Walk (All downtown galleries will be open)

Saturday, October 17
8:00 a.m. - 9:00 Continental Breakfast/Business meeting
9:00 a.m. - 12:00 noon, Sessions
1:00 - 3:00 p.m., Sessions
3:00 p.m., Birmingham Historical Society Tour of Downtown
7:30 p.m., Banquet (Sloss Furnace)
SECAC REVIEW

Report to the SECAC Board of Directors at the Annual Meeting in Memphis, Tennessee, October 30, 1991

The 1991 edition of the SECAC Review is currently being printed, and I hope the membership will have their copies very soon. This issue has four research articles by Betsy Fahlman, Catherine Carter Goebels, Pamela Simpson, and Paul Krainak; Jeff Kessinger’s interview with John Salvest; book reviews organized and edited by Andrew Ladis; and abstracts of some of the papers presented at the 1990 annual meeting. SECAC owes thanks to my departmental chair at the University of Arkansas at Little Rock, Don Van Horn, for providing me with the services of a graduate assistant to help with editing, and to my dean, Lloyd Benjamin, for agreeing to cover the mailing costs of the journal.

This has been a year of transition for the journal. Much of what I have been able to accomplish as editor is because of the work of the previous editor Jim Ramsey. He has been a great help to me this year, as have a number of people who have served as referees for manuscripts (and whose names should probably be kept confidential!).

There have been several disappointments such as some promised material that was not completed in time for review or was never done. Despite various requests and pleas after the 1990 meeting, many abstracts of papers and sessions were never sent, so the abstract section is shorter than it should be. Readers will find the 1991 Review shorter than the 1990 issue for these reasons.

Even with higher printing costs, because the issue is shorter I anticipate the price of the journal to be about the same this year as last.

I have several goals for 1992.

1. I would like to increase awareness of the journal and encourage more manuscript submissions. I have already asked the Editorial Advisory Board to help identify outstanding papers at this meeting, and I would like the Board of Directors to do the same. I would like you not only to suggest to individuals that they submit manuscripts, but also let me know names so I can actively solicit articles.

2. In order to have better documentation of this year’s meeting, I have already asked all session chairs to get abstracts to me at the meeting or soon after.

3. I plan to work with my colleague in graphic design at UALR, Eric Mantle, in reviewing technical aspects of the journal,
including typography and production aspects. Next year all of the layout and typesetting will be done at UALR. This means we may have expenses for re-typing material, but the expenses to an outside printer will be less.

4. Depending upon decisions made at this meeting about advertising in the journal, we may begin to have advertising. If we do, I will likely be seeking someone who is willing to be in charge of this aspect of the journal.

5. A portion of the 1992 issue will be devoted to celebrating twenty-five years of the Review. I am quite interested in any suggestions, recollections, or memorabilia members may have to help celebrate this anniversary in print. We will likely have an index covering material since the last one was printed, and a section documenting officers and meeting sites since the last such survey was printed.

The budgetary needs are hard to predict, since I anticipate some shifts in costs described above. Certainly advertising will enhance the budget. Maintaining the $6000 allocation for another year seems appropriate. SECAC can again expect support from the University of Arkansas at Little Rock in terms of use of word-processing equipment, student assistants, and mailing costs.

Editing the 1991 Review has been rewarding for me, and I appreciate the support of the officers, directors, administration, and membership over the past year, and I look forward to preparing the 1992 issue.

Respectfully submitted,

Floyd W. Martin
Editor
SECAC REVIEW

ADVERTISING

Discussion items presented to the Board of Directors at the Memphis annual meeting, October 30, 1991. Prepared by Paul Krainak, West Virginia University, and Floyd W. Martin, University of Arkansas at Little Rock.

The Board must determine advertising policy. Should we seek advertisers? If so, what is considered appropriate and what is not? Should we include ads from commercial galleries that include photographs of work for sale? If we do, SECAC may appear to promote or certify questionable objects or unreliable sellers. For comparison, the Art Bulletin does not allow such advertising, but the Art Journal does.

The Board must either set rates or clearly give that responsibility to the editor and/or administrator. Advertising rates from similar publications will be available at the meeting.

Even with a policy in place, there will undoubtedly be some ambiguous situations as far as suitability of advertising. The Board must determine whether the editor, editorial board, executive board, or some other group or person will have the final decision about whether or not to run an ad.

The Board must determine who will sign contracts on behalf of SECAC with advertisers--the editor, the administrator, the president, or the treasurer?

The Board should offer some guidance on what types of vendors we would wish to pursue first--publishers, slide vendors, galleries, etc.--as well as any specific companies that should be pursued.

The Board must also decide how actively its members will work on procuring advertising. For example, each state representative might seek out the university presses in their state.

The Board should suggest whether or not advertising should also appear in the printed annual meeting programs, perhaps making advertising more attractive to certain vendors. If so, then there needs to be policy set concerning whether the money paid supports the Review or the costs of the meeting, or is split.

The Board also needs to consider advertising in a wider context. For example, if a company donates money to SECAC to help fund a lecture at the annual meeting, or provide travel funds for students, what sort of recognition do they get in print?

Related to the above, the Board needs to consider whether seeking advertising is primarily a task of the Review editor or his
appointee, or of the administrator, or of some person or small committee appointed specifically for that task.
October 1, 1991

Ms. Anne Thomas
Administrator, SECAC
P. O. Box 508
Chapel Hill, NC 27514-0508

Dear Anne:

This note is in response to two items in the latest SECAC Newsletter.

First, the summary of SECAC leaders who have merited Life memberships made me think of another colleague who should be so honored. Dr. JOAN GREGORY of UNC-Greensboro served tirelessly for many years as "treasurer" of the organization. She worked year round on this service which included bookkeeping, investing, budgeting, convention planning, etc. She was the sort of glue that held the organization together. Please pass on this suggestion to the SECAC Board of Directors when they meet in Memphis.

Second, I have most of the SECAC REVIEWS from the earliest issue. Now that I have retired and do not have a professional office, I do not have space for keeping them. I'll send them to you to select whatever you need to complete the organization's file.

Too many things are going on here the weekend of Oct. 31-Nov. 2, so I shall not be free to attend this year's convention. Best wishes for a good meeting in Memphis.

Yours,

Mary Evelyn

Mary Evelyn Stringer