



**Minutes of the Annual Business Meeting
Saturday, October 16, 2010
University of Winnipeg
12:00 noon**

In attendance: Kevin Brooks (NDSU), Linda Dietrick (UW; sec'y-treas.), Gaby Divay (UM), Rory Egan (UM), Howard R. Engel (RRC/AU), Christine Grossman (NDSU), Steven Hammer (NDSU), Ursula Hovet (UND), Stephan Jaeger (UM), Jaqueline McLeod-Rogers (UW; chair), Vanessa Nune (UW), Emma Popowich (UM), Kathleen Rettig (Creighton U), Craig Rood (NDSU), Tracy Whalen (UW).

Minutes of October 17, 2009 (attached)

Acceptance moved and seconded (Jaeger/Hammer). Carried.

Announcement regarding Chandice Johnson

Gaby Divay reported that Chandice Johnson, who was editor of the LCMND Proceedings for many years until 2009, could not be present due to illness. She had arranged for a gift certificate for McNally Robinson Books for him, to recognize his long service. It will be sent to him. For 2012, it was agreed that we will cover his hotel costs, as we had planned this year.

Report of Chair/President (Jacqueline McLeod-Rogers)

Logo. Following the name change, a new logo was designed: a globe surrounded by "LCMND." Using this logo, Gaby Divay has also designed a header for the website:

www.umanitoba.ca/outreach/lcmnd/. She will forward the e-file to Linda Dietrick to use for the letterhead of the organization.

Proceedings and EBSCO. Emma Popovich (Librarian at UM) offered to digitize all past *Proceedings* (abstracts) for the website archive. Gaby Divay reported that past practice is for the president/organizer of the conference to collect the revised abstracts for publication, which is now done electronically on the LCMND website.

It was reported that EBSCO had contacted the executive with an offer to include the *Proceedings* in their databases. They sent a sample agreement, but it was not clear what our organization would gain from this, if anything. Gaby Divay argued against it, noting that we already have a web presence and should remain open-access. Those present concurred.

Publications resulting from Conference

Jaqueline McLeod-Rogers referred to two planned publications announced in the program (p. 7): an on-line peer-reviewed proceedings publication with full conference presentations, possibly including visual material (submission deadline Dec. 1, 2010); and an edited print collection of

articles/chapters on Marshall McLuhan (submission deadline Feb. 15, 2011). Kevin Brooks will also be calling for submissions for another on-line publication, also focused on McLuhan, a special issue of the semi-annual journal *Enculturation* (vol. 8).

Treasurer's Report (attached)

Acceptance moved and seconded (Divay/Whalen). Carried.

Discussion: Stephan Jaeger pointed out that we cannot spend at this level every year, since annual income is normally around \$3500 without additional fundraising. Jaqueline McLeod-Rogers agreed, but suggested that a lively, exciting conference can generate future interest in the LCMND. It was agreed that normally, conferences should not cost more than our annual income.

Debriefing on the Conference

It was generally agreed that the conference, with its very specific focus on McLuhan, attracted excellent papers and was well attended. Gaby Divay said that she liked having the speakers' bios and would like to see them in future programs, but perhaps in alphabetical order.

Next conference

Kevin Brooks reported that Bruce Maylath is willing to organize the next conference at NDSU in 2011, if Minot State (Robert Kibler) does not want to do it. Kevin will check and confirm.

Elections

The following nominees were elected by acclamation:

President and conference organizer 2011: Bruce Maylath (NDSU)

Vice President and conference organizer 2012: Stephan Jaeger (UM)

Secretary-Treasurer: Linwood Delong (UW)

Tracy Whalen (UW) also agreed to be Vice-President-in-waiting and conference organizer when the conference returns to Winnipeg in 2014.

The meeting was adjourned at 1:05 pm.

Respectfully submitted,

Linda Dietrick