

Tuscon, Arizona  
September 20, 1975

Western College Reading Association

Executive Board Meeting

The Executive Board of the Western College Reading Association met in Tuscon, Arizona, at the Pamada Inn, September 20, 1975, for its mid-year meeting. President June Dempsey presided. Board members present: President June Dempsey, President-Elect Royce Adams, Secretary Margaret Devirian, Treasurer Seymour Prog, immediate Past President Elizabeth Johnson.

Non-voting members present: Carol Scarafiotti, WCRA Newsletter Editor.

I. CALL TO ORDER

President June Dempsey called the meeting to order at 9:58 a.m.

II. AGENDA

The agenda was reviewed. There were no corrections, additions, or deletions to the agenda.

III. MINUTES

Secretary Devirian highlighted the minutes from the April, 1975, meetings. The minutes were approved as submitted.

IV. TREASURER'S REPORT

Treasurer Seymour Prog presented the Treasurer's report:

Western College Reading Association: Treasurer's Report Sept. 20, 1975

CASH in United California Bank, Whittier	\$ 1,392.95
CASH in Mercury Savings & Loan	8,700.00
CASH ON HAND, TOTAL	<u>\$ 9,895.95</u>
(Interest earned to date \$25.52)	

INCOME

Received from Ruth Purdy, 5/7/75	\$10,000.00
Received from Ruth Purdy, 8/6/75	1,400.34
Receipts from Membership Dues and Proceedings (to date)	<u>393.26</u>
TOTAL RECEIPTS	<u>\$11,793.60</u>

EXPENDITURES

Postage	\$ 100.50
Newsletter	284.48
Stationary, printing	87.05
Proceedings (printing, balance due approx. 1300)	1,300.00
Misc.:	
Flcrist (Hollingsworth)	12.06
Past-President's exp. (Johnson)	19.66
Treasurer's Bond--3 years	63.00

IV. TEASUPER'S REPORT (Cont'd.)

WCRA Plaques	15.90
Refund made	15.00

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\$ 1,877.65

NET \$ 9,895.95

Moved (Johnson), Seconded (Adams), that the Treasurer's report be accepted as read.

PASSED

June Dempsey suggested that all Board members submit their receipts for reimbursement to Seymour Prog before they leave the meeting.

Informal discussion ensued regarding Prog being the sole person needed to sign WCRA checks. The Board concurred that this procedure was acceptable to them. June suggested that the Treasurer does have guidelines of the officers proposed budgets and unless there is anything that is questionable, for which it is the Treasurer's responsibility to question, then the present procedure should continue to be followed.

June Dempsey asked that any changes or additions to the proposed budget submitted in Spring be submitted to Seymour Prog as those changes would be helpful to him in projecting the year's budget. June Dempsey and Seymour Prog discussed with the Board the proposal that the Treasurer prepare and send to all Board members a yearly projected budget. Royce Adams suggested that this projected budget be printed in the Newsletter. June Dempsey suggested that the cost of the Proceedings be included in this report.

June Dempsey responding to a question raised by Royce Adams stated that there is a summary sheet available which gives guidelines of each officer's expenses. These guidelines are based on past expenses and experiences.

Elizabeth Johnson informed the Board that Mr. Rosenberg is no longer the Sales and Convention Manager for the Ramada Inn; however, the new Sales and Convention Manager has been contacted by both Barbara Cakman and Elizabeth Johnson and the agreements made by the former manager will be upheld by the present manager.

V. OLD BUSINESS

A. Balloting Committee. Paul Hollingsworth was named Chairperson of that committee which is comprised of the Past Presidents. The committee has submitted both a majority and minority report. That report appears in Attachment #1. The report was read to the Board by June Dempsey.

Moved (Johnson), Seconded (Adams), that the Board accept the reports.

PASSED

Discussion of the reports ensued.

Moved (Johnson), Seconded (Adams), that WORA try for this year only (1976) an absentee balloting system on a pilot basis by which individuals who know they won't be able to attend the Conference write for an absentee ballot. This system would be employed in conjunction with the traditional system of voting at one of the business meetings at the Annual Conference.

PASSED

Royce Adams is intending on distributing the business meeting matters throughout the general sessions. It was suggested that voting take place at a Friday general session where a keynoter will be speaking so as to draw the most members. It was also suggested that a write-in space be available on the absentee ballots.

3. Nominations Committee. Gene Kerstiens was named Chairperson of this committee which is comprised of the Past Presidents. June Dempsey read that report to the Board (see Attachment #2).

Moved (Prog), Seconded (Devirian), that the report from the Nominations Committee be accepted.

PASSED

Royce Adams discussed with the Board the suggestion that the Nomination Committee choose nominees which are of equal renown, experience, publishing, etc. Discussion of this ensued.

June Dempsey suggested that we let the membership know that if they are interested in running for an office that they contact their state director who would then contact the Nominating Committee. Royce Adams suggested that this be published in the Newsletter. Discussion ensued. Seymour Prog suggested that the nominations from the floor procedure for elections be publicized as part of voting procedures for the Tuscon Conference. Royce suggested that the membership be made aware through the Newsletter that write-in ballot is possible, that there will be both an absentee ballot as well as balloting at the Conference and nominations taken from the floor and that anyone interested in running for office in the future contact their state directors.

Spring 76  
Newsletter

Carol Scarafiotti discussed with the Board how they wished to time the Newsletters and what information they should contain. It was agreed that the Summer Newsletter would contain primarily the membership list, a report on the mid-year Executive Board meeting, and an article on the newly elected Board members. The Fall issue would primarily contain Conference information.

June Dempsey asked if there was any further discussion about the report from the Nominations Committee. Margaret Devirian suggested that at the voting session the procedure whereby the Nominations Committee arrives at their list of nominees be reported to the membership.

- C. Constitution Committee. June Dempsey requested the report from Elizabeth Johnson as a committee member since the Chairperson of the committee--Frank Christ--was not in attendance. Margaret Devirian reported that as far as she knew the Chairperson had not contacted the committee members. Elizabeth Johnson and Mike McHargue were named by June Dempsey to co-chair the committee and invite Frank Christ to continue as a member if he would like and that the appropriations to the committee which were already made be used for the committee to get together as soon as possible to have a working session. Elizabeth Johnson stated that she wrote to the committee members requesting they send her their written preliminary suggestions on changing the Constitution--Mike McHargue is the only one to have sent his report. June Dempsey charged the committee to send the recommended changes in writing to all Board members 60 days prior to the Conference so that the Board members can then approve or disapprove the changes item by item in writing and sign. The approved changes would appear in the Newsletter at least 30 days prior to the Conference. The Election Committee will monitor this voting as well as the voting of officers.
- D. Readability Investigation. John Hagstrom and Bob Williams were appointed to this committee. June has sent two letters to them requesting a report and has as yet heard nothing. She assumes that they will have a report for the Board meeting at the Conference. They were to investigate whether ERIC was willing to act as a clearinghouse for this and if not what other institution would.
- E. Standards Committee. Jim Arnold and Gil Williams were appointed members of this committee. The Board at the last Conference meeting requested the committee to clarify the motion. Since Barbara Tomlinson requested that WORA should investigate the possibility of serving as an accrediting organization for learning centers, she was also appointed as a member of the committee.

Moved (Johnson), Seconded (Adams), that the Board rescind its approval of the following items: 1) minutes of the general session of March 21st, 1975, regarding the omission of Jim Arnold's motion about the "mind of the Association"; and 2) item 20 of the Executive Board Minutes of March 22nd, 1975, in view of the confusion over the omission and wording of the motion. Said motion to be reconsidered at the next Executive Board meeting in April 1976.

PASSED

Moved (Prog), Seconded (Devirian), that we require all proposed motions regarding financial and/or policy making commitments of the organization be submitted in writing at the Pre-Conference Board meeting except in cases of initiatives as described in the Constitution, Article 11, Item 1.

PASSED

- F. Guidelines. Jerry Rainwater was selected as chairperson of the Conference Guidelines Committee. He requested to be a one-member committee. As of yet there has been no report from him.

Moved (Adams), Seconded (Prog), that all Board members, State Directors, Editors, and committee chairpersons keep a log of their activities in office and pass this on to the newly elected officers.

PASSED

In discussion that ensued it was felt that these job descriptions should be submitted to prospective nominees.

Moved (Adams), Seconded (Johnson), that each Board member take a look at his job description as presently written and make changes, additions, or deletions as they see fit and present those in writing to the Constitution Committee for their consideration as soon as possible so that they may be included in the Constitution Committee's report to the Board meeting this coming April.

PASSED

- G. WCRA Pamphlet. June Dempsey will check with Guy Smith to see what has been accomplished on the new design and writing for the WCRA Pamphlet.

- H. State Directors--Membership. Elizabeth Johnson reported the following changes in State Directors:
- a. Barbara Bopp is the new State Director for Washington. Dave McCarthy is being considered as Co-State Director.
  - b. Barbara Oakman was asked to serve as Arizona State Director and has accepted the appointment.
  - c. Harry Giel is Oregon's new State Director.
  - d. Donna Davidson will replace Bill Oaksford as the Southern California State Director.
  - e. Dr. Sue Johnson is Director At-Large. Some question was raised regarding Sue Johnson's position as Director At-Large since she has recently assumed a position within the WCRA area. Elizabeth Johnson will write to Dr. Johnson about this matter.

Royce Adams suggested that close contact be kept with State Directors. He also suggested that a list of duties for State Directors be sent to them immediately. Royce Adams and June Dempsey suggested that State Directors be formally invited to attend and give a report at one of the Conference's Board Meetings. Elizabeth Johnson suggested that this meeting be arranged for more than an hour during one of the seminar sessions so as many as possible will attend.

June Dempsey informed the Board that they should feel free to use the following phrase whenever describing WCRA as it is our unofficial motto: "The Blue Chip organization for college reading professionals."

June Dempsey asked Elizabeth Johnson if she has sent to the State Directors a list of the membership in their states. Johnson replied that she has.

Discussion ensued regarding a financial commitment to State Directors so that they may carry out the duties of their office.

Moved (Prog), Seconded (Devirian), that WCRA allow reasonable and necessary expenses for postage and telephone for the State Directors in the function of their duties as State Directors and that this be budgeted.

Moved (Adams), Seconded (Johnson), to amend the motion to read "...that this be budgeted a total amount of \$500.00 for the State Directors as a whole."

PASSED

- I. Appointments. June Dempsey reported on recent appointments.
  - a. Barbara Tomlinson replaced Margaret Devirian as Placement Director.
  - b. Carol Scarafiotti replaced Bob Williams as WCRA Newsletter Editor.

The meeting was adjourned for lunch at 12:44.

The meeting was reconvened at 2:00. At this time the following persons joined the meeting: Barbara Oakman, Co-Chairperson of the Conference, Louise Haugh, Conference Co-Chairperson, and Barbara Guthrie Morse, Exhibits Chairperson.

## VI. REPORTS

- A. At this point the meeting was turned over to Royce Adams, Barbara Oakman, Louise Haugh, and Barbara Morse for their report on the Tuscon Conference.
  1. Barbara Morse, Exhibits Chairperson, submitted two letters to the Board for their approval. The first thanked those exhibitors who participated in the 1975 Conference and the second invited exhibitors to show their wares at the 1976 Conference (see Attachment #3 and #4). The Board suggested changing the cost of an exhibitor's table from \$150.00 to \$125.00. The suggestion was accepted.
  2. Mary Mulligan from the Tuscon Convention Bureau was introduced by Barbara Oakman.
  3. The idea was discussed of having a drawing for two nights free lodging. The suggestion was made that the drawing instead be for \$35.00. This suggestion was accepted. A book of coupons would be given to each person attending the Conference, a coupon would be dropped in a box at each exhibitors stand, this would assure that each Conference attendee went to all exhibitors displays. Then there is a drawing to determine which exhibitor's box is going to be chosen and the final drawing is made from that exhibitor's box.
  4. Elizaneth Johnson will send Barbara Oakman a roll of tickets.
  5. It is estimated that no more than 500 attendees will be at the Conference.

6. Royce Adams suggested that on the cover letter to the prospective exhibitors that the Ninth Annual Conference and Ramada Inn be inserted.
7. Barbara Oakman asked about an exhibitor's contract. The previous Exhibit Chairperson simply used a form. June Dempsey suggested that a more formal contract is in order and would be an excellent tradition to establish. Two envelopes will be included with that letter, one for the check to be sent to Seymour and one to Barbara which would include the contract.
8. June Dempsey asked Elizabeth Johnson to contact the State Director to urge their membership to urge the companies they have dealings with to contact the Exhibits Chairperson. Royce Adams suggested the letter to exhibitors be sent to all the State Directors.
9. Royce Adams asked Mary Mulligan about the tours and the buses. She responded that Greyhound Charter costs were as follows:  
39 passengers, 5 hours: \$84.80  
34 passengers, 5 hours: 74.20  
For trip from Ramada Inn to Pima College and the Desert Museum and return.  
39 passengers, 8 hours: \$113.60 Tour to Nogales and return.  
Contact person is Marcia. Greyhound is more reasonable than Grayline; however, they need a commitment a week ahead. June Dempsey suggested that the bus company assume all responsibility for the tour to Nogales with the exception that WCPA publicize the event. However, she did suggest that it would be appropriate for WCRA to assume the responsibility for the tour to Pima College.
10. Responding to Royce's question about name tags, Mary showed the Board the name tags which her staff will type up adding name, college, and state of the participants. Each name tag comes with a plastic holder. The Convention Bureau will also provide 1000 packet covers and will pay half the expenses of three mailings of 2000 each. WCRA will have to have their own name printed on the program covers.
11. Royce Adams distributed the estimated Conference costs (see Attachment #5 which includes changes made at this Board meeting. The Conference Committee will look into acquiring note pads or whatever from entrepreneurs in the area to be placed in the conference packets. The Conference Committee will also make up and distribute a list of restaurants and night spots in the area. Since the Board had no further question for Mary, she excused herself.
12. A thank you will be printed in the programs regarding the fine assistance given to WCRA by the Tucson Convention Bureau. As well June Dempsey and Barbara Oakman will each write a letter of thanks.

13. The phrase which will be used to encourage members to come to the Conference will be "bring your boots to Tuscon." Royce also reported that the banquet will be a western bar-b-que with entertainment provided by a mariachi band. The menu was presented and discussed (see Attachment #6). The Ramada Inn will pay half the cost of the band which comes to a total cost of \$75.00. The Board agreed upon the Mesquite broiled 12oz. T-bone. The cost of the bar-b-que was set at \$7.50 with entertainment.
14. Discussion ensued on registration fees, dues, and cost of the Proceedings. A \$10.00 registration fee will be charged. Dues including Proceedings will be ~~\$15.00~~.
15. Discussion ensued on hospitality rooms. June Dempsey suggested that a list of 10 people be given better than average rooms and a bottle of champagne. The Conference Committee will check to see if the hotel will provide these, if not, then WCRA will see what can be done.
16. It was also agreed that only Royce Adams, Barbara Oakman, and Seymour Prog will be the only ones approved to sign for hotel tabs for WCRA and that the hotel be given this list of names.
17. The offering of Pre-Conference Institutes for credit was discussed. By agreement it was decided that no graduate credit would be offered but that extension credit is a definite possibility for either the Institutes or the seminar sessions and will be looked into by the Conference Committee. Because of the good experiences of the Institutes last year, the estimated number of attendees at this year's was upped to 100 at \$5.00 each.
18. June suggested to Royce that in the mailings there be a final date stipulated by which pre-conference registration will be accepted and after that date persons must register at the door.
19. Royce informed the Board of the Conference Theme: "The Spirit of '76: Revolutionizing College Learning Skills."
20. Barbara Morse requested that as Seymour receives registrations that he send those names to Louise and Barbara as he receives them rather than in bunches of 100. One copy of the registration form will go to the Membership Chairman, one to the Program Chairperson, and the Treasurer will keep one.
21. June suggested Royce ask the membership to give him an idea of what sessions they intend to attend in the second mailing so that he'll have an idea of what size rooms to book for which sessions.
22. Barbara Oakman read a poem she had written about the upcoming Tuscon Conference which will be published in the WCRA Newsletter.
23. June suggested that Barbara Oakman and the other persons working on the Conference be written up in the Newsletter, hopefully with their pictures.



24. The Newsletter deadline dates were discussed. October 15th is the deadline for submission of copy for the Fall Newsletter. The summer issue will be out as soon as possible. In the summer issue will be highlights from this meeting in place of the President's Message and also the list of nominees. The statements from nominees will be in the Fall Newsletter.

V. OLD BUSINESS (Cont'd)

- J. Proceedings Committee. The Proceedings Committee is made up of Roy Sugimoto, Chairperson, Margaret Devirian, Seymour Prog, and Ruth Purdy. In Roy's absence, Margaret reported on the committee's recommendations for boosting sales of the Proceedings. The recommendations of the committee were as follows:
1. That the Proceedings be included with membership and/or Conference registration fees.
  2. That the Proceedings be advertized in each WCPA Newsletter.
  3. That the availability of the Proceedings be advertized in professional magazines and journals, i.e., the Journal of Reading.
  4. That WCPA members encourage their own libraries to purchase the Proceedings and that a form letter directed to the head librarian be printed in the WCPA Newsletter as a letter each member can adapt and send to their own librarian.
  5. That the Fourth, Fifth, Sixth, Seventh, and Eighth Proceedings be sold as a package for less of a cost than if sold individually.
- Discussion ensued.

Moved (Adams), Seconded (Devirian), that the Proceedings Committee investigate the cost of advertizing in professional journals related to learning skills for college students and report back to the Board at their next meeting.

PASSED

Moved (Johnson), Seconded (Adams), that the Fourth, Fifth, Sixth, Seventh, and Eighth Proceedings be made available as a package for \$20.00.

PASSED

Seymour shared with members a new application form for membership to which he will add a blurb regarding the availability of the Proceedings package and its cost.

Institutional membership was discussed. It is in the Constitution that we have one class of membership; therefore, institutional membership is unconstitutional and the Board members agreed for several reasons that institutional membership would be undesirable.

Moved (Devirian), Seconded (Johnson), that the Proceedings Committee draft and submit to Carol Scarafioti a model letter which WCPA members can adapt to send to their librarians suggesting the purchase of the Proceedings. This letter to be published in the WCPA Newsletter.

PASSED

VI. REPORTS (Cont'd.)

- B. Newsletter Editor's Report. The new deadlines for the Newsletter are as follows:

<u>Issue</u>	<u>Editor's deadline</u>	<u>Date sent to members</u>
Summer (1975 only)	Sept. 30th	As soon as possible
Fall	Oct. 15th	November 14th
Winter	Dec. 1st	Jan. 15th
Spring	April 15th	May 1st
Summer	Sept. 1st	Oct. 15th

Discussion ensued on increasing the size of the Newsletter.

Moved (Johnson), Seconded (Devirian), that the Newsletter be increased from an 8 page tabloid to a 12 page tabloid.

PASSED

Margaret Devirian will look into mailing the WCRA brochures with announcements of the availability of the Proceedings to all institutions of higher education in the U.S. Mailing labels have been prepared and she will investigate mailing the material without cost to WCRA.

- C. Honorary Board. June Dempsey reported that both Roy Sugimoto and Gene Aerstiens had suggested to the Board that they explore the possibility of forming an Honorary Board to act in an advisory capacity to WCRA. June requested that the Board members consider this proposal in terms of what this Board would do and if there would be any kind of financial commitment. Tabled til next meeting.
- D. Bids for the 1977 Conference.

June Dempsey reviewed the following bids which have been submitted for the 1977 Conference:

1. Vancouver bid. Margaret Jones strongly recommended the Four Seasons over the other possible Conference hotel--the Sheraton Landmark. June Dempsey read the letter from Perry Franklin and one from Stanley C. Roberts, both from Simon Fraser University (see Attachments #7 and #8). Margaret Jones further described the facilities of both hotels in a letter to June which was read to the Board. June suggested that if we decide on Vancouver that we should follow their suggestion of the Four Seasons as the Conference hotel. Discussion ensued regarding the advantages and disadvantages of having the Conference in Vancouver.
2. June read the letters from Paul Hollingsworth and E. J. Cain from the University of Nevada, Reno, regarding their desire to host the Conference (see Attachments #9 and #10). Discussion ensued regarding the advantages and disadvantages of having the Conference in Reno.

Moved (Johnson), Seconded (Prog), to accept the Reno bid for the Conference in 1977.

Discussion. June suggested that Royce send out in the first of second pre-conference mailing to the membership a note requesting them to let the Board know their feelings on where the Conference

should be held. In this correspondence Royce will inform the membership of the costs involved for both Reno and Vancouver and also that they ought to look into whether their institutions will reimburse them for travel out of the country, i.e., to Vancouver, Canada. Another suggestion was made that this should appear in the Newsletter. This was agreed upon.

Moved (Devirian), Seconded (Adams), that we table the motion to have the 1977 Conference in Reno.

PASSED

#### VII. NEW BUSINESS

- A. Royce suggested that WCRA consider sponsoring Study Travel Workshops, for example to Mazatlan. It would be set up so the entire workshop would be tax deductible. A brief discussion ensued. Further discussion of this item will take place at another meeting.

#### VIII. ADJOURNMENT

Moved (Johnson) that the meeting be adjourned.

PASSED

The meeting was adjourned at around 5:20 p.m.

Respectively submitted by

*Margaret Coda Devirian*

Margaret Coda Devirian  
Secretary, WCRA

These minutes have not as yet been approved.



# UNIVERSITY OF NEVADA, RENO

COLLEGE OF EDUCATION  
READING STUDY CENTER  
RENO CAMPUS

July 22, 1975

Ms. June Dempsey, President  
Western College Reading Association  
3652 South Merrimac Circle  
Stockton, CA 95207

Dear June:

I wish to report on the suggestions from the committee to determine the question of balloting. Three out of five members wish that the balloting would continue as it is at the present time. The reasons given are:

1. Balloting by mail would require a change in the constitution.
2. Balloting by mail is no guarantee that you would get as many responses as you would if you had voted in the conference. What would determine a majority if only a few ballots were returned?
3. Balloting at the conference has the psychological advantage of reducing any suspicions of behind-the-scenes control and assures a feeling of openness.
4. A majority of our membership are present at conferences.
5. Transfer of offices effected more easily at and during the conference.
6. Voters have a chance to meet the candidates, ask questions, and generally talk to them.
7. Voters and candidates will be induced to attend the conference.
8. More generally, a person's experience while voting by mail have been unrewarding by other organizations.

Two of the members of the committee wish that changes be made. They feel that certain members are disfranchised because they cannot attend the conference and cannot vote for officers. The following is a suggested procedure for voting procedures by these two members:

1. The Nominations Committee will invite suggestions from members (probably through a Newsletter) for candidates. These suggestions should be received by a Committee member by Thanksgiving. (The Committee members should be announced in the same Newsletter.)
2. The Nominations Committee will select a slate of officers and secure each candidate's willingness to run.
3. A candidates' vita will be presented in a Newsletter or special mailing -- with a ballot -- to all bona fide members on or about February 1st. Ballots should have a space for a write-in vote.
4. Ballots should be returned no later than March 1 or it doesn't count.
5. Counting of sealed ballots to be done by at least three members of the Committee, probably at the WCRA Conference, unless there is a way for them to get together before that.
6. Announcement of winners will be made at the business meeting of the Conference as well as in the first Newsletter after the Conference.

As you can see, many ramifications are involved in the WCRA voting and nominating procedures. As long as we are able to have a majority of our members meet at the conference, it would be easier for us to continue as we are. However, if we ever get as large as some associations, then in the future, changes may be necessary. We submit both sides of the story and leave it to our Executive Committee to make a final decision for submission to the members.

This is our report.

Sincerely,



P. M. Hollingsworth, Chairman  
Balloting & Nominating Committee

# EL CAMINO COLLEGE

(213) 532-3670

16007 CRENSHAW BOULEVARD • VIA TORRANCE, CALIFORNIA 90506

July 21, 1975

Frank L. Christ  
3302 Druid Lane  
Los Alamitos, CA 90720

Paul Hollingsworth  
1601 Byrd Drive  
Sparks, Nevada 89431

Elizabeth Johnson  
2333 Pine Knoll Drive #6  
Walnut Creek, CA 94595

Robert W. Griffin  
P. O. Box 572  
La Quinta, CA 92253

Irwin Joffe  
315 E. Del Rio Drive  
Tempe, Arizona 85281

Jerry Rainwater  
816 W. 16th  
Portales, N. M. 88130

Dear Colleagues:

Based upon the balloting results (six members responding), it is the decision of the WCRA Nominations Committee that the slate of candidates to be presented at the 1976 Tucson conference is as follows:

PRESIDENT ELECT:

Margaret Devirian, California State University, Long Beach, CA 90840  
Horst Taschow, University of Regina, Regina, Canada  
*82 Matthews Crescent, Sask. S4N 1A9*

SECRETARY:

*43179 Washington Commons, Fremont, Ca. 94538*  
John Maloney, Ohlone College, Fremont, CA  
Barbara Oakman, Pima College, Tucson, AZ  
*7114 E. Sylmar Ave Tucson 85710*

TREASURER:


*Route 1*  
E. Coston Fredrick, Idaho State University, Boise, ID 83702  
Seymore Prog, Rio Hondo College, Whittier, CA  
*13864 Russell St. Whittier CA 90605*

Each of these candidates shall be informed of their respective nomination at this time, and I am asking Bob Williams to contact each of them to secure copy and/or pictures so that they will have exposure in an appropriate WCRA Newsletter.

Thank you again for your informational letters and your prompt responses.

See you in Tucson.

Cordially,

  
Gene Kerstiens, Chairman  
WCRA Nominations Committee

GK:cas

cc: June Dempsey, 3652 S. Merrimac Circle, Stockton, CA 95207  
Bob Williams, 1701 Springfield Drive, Fort Collins, Colorado 80521

*June, hope all goes well this summer. you continue to be an excellent President. Gene*

September 19, 1975

The Publisher  
100 Revolution Way  
Reading, USA

Dear Sir:

The Western College Reading Association thanks you for your participation in the 1974 Annual Conference, in Anaheim last March. The Conference was a tremendous success and much of that success was due to the quality of the exhibitions arranged by you, the publishers.

Plans are underway now for our 1975 Annual Conference, scheduled for Tucson Arizona on April 8, 9, 10. Although we will be contacting many publishers in an effort to expand the exhibition, the Association wants to contract first with you publishers who provided such distinguished exhibits in '74.

Enclosed you will find an invitation to the Conference which will outline all relevant information, including mention of a most promising promotional device which will guarantee that each WCRA member will visit your exhibit! In addition to the invitation, you will find a contract and return envelopes to facilitate your positive response to our invitation!

I look forward to receiving the contracts and more especially to meeting your representative at the Conference in April.

Sincerely,

Barbara Guthrie Morse  
Exhibits Chairperson

Alternative Learning Center  
Pima Community College  
50 West Speedway  
Tucson, Arizona 85703

BM/rm

September 19, 1975

Preview: An invitation to exhibit your wares (hard and soft) at the Ninth Annual Conference of the Western College Reading Association - "Revolution in Reading"

Survey: Ramada Inn, Tucson, Arizona (What the West is all about!)

Question: April 8,9,10, 1975

Read: 500 Potential Buyers! Yes, 500 educators involved in every aspect of reading, ranging from basic word recognition skills to college level content concept acquisition want to invite YOU to exhibit your wares to our members, many of whom will be in the process of adopting materials for Fall, 1976.

WCRA members include directors of learning centers, reading and study skills instructors, and instructors in adult education, bilingual reading, and GED preparation. We would welcome the opportunity to evaluate your materials, programs and delivery systems that would be appropriate for reading programs at community colleges, universities and adult education centers. Testing materials, programmed instruction kits, periodicals, paperbacks, filmstrips, audio-video cassettes, and other materials for individualizing instruction are in demand. Another vital area of concern is reading in the content areas - health occupations, business, math, science, vocational-technical occupations.

Review: FREE: Two nights lodging for a member drawn from members coupons which must be deposited at each exhibitors display! Two drawings will be held at the business meeting; one to determine which exhibitor's box of coupons will be selected and one to determine the winner. Each member must visit each exhibit to maximize his chances and this promotion will optimize your opportunity to contact 500 potential customers!

FREE: On Friday morning, April 9, a free continental breakfast, adjacent to the exhibits area, will entice members to sample your wares.

FREE: Recognition of your support in the conference program if we receive your RESPONSE (contract and check) by Feb. 15 and in the post-conference newsletter if we are supplied with your camera-ready logo.

Respond: Your check for \$150. will buy you: (1) 500 potential customers, (2) one 6ft. table, (3) two chairs, (4) one tablecloth, and (5) one outlet in a display room that will be secured each day after hours. Additional tables will be supplied at the reduced rate of \$50.

Mail your check today (payable to Western College Reading Association) in the "Reservations" envelope provided .

Mail your signed contract in the "Contracts" envelope provided so that arrangements will be made at the Ramada Inn for your exhibit.





404 N. FREEWAY • TUCSON, ARIZONA 85705 • PHONE 602-624-8341

September 12, 1975

Mrs. Barbara Olman  
WESTERN COLLEGE READING ASSOCIATION  
7114 E. Sylvano Drive  
Tucson, Arizona 85710

Dear Mrs. Olman:

Per our telephone conversation on September 9th, I am sending you a choice of two (2) Western Style Barbecue Buffet menus. The prices are tentative and will confirm closer to the date of your function. Should you wish a set-own menu, please advise me. Also you will find our prices on Punch, Ice Tea and Coffee.

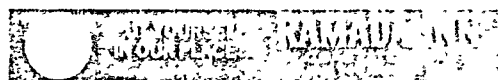
Barbecue Roast Sirloin of Beef	Mesquite Broiled 12oz. T-Bone
\$6.25++	\$7.50++

Both Buffets are served with:

Crisp Garden Salad w/Choice of Dressing  
Potato Salad  
Creamy Cole Slaw  
Cottage Cheese w/Fruit Salad  
Western Style Beans  
Corn on the Cob w/Butter or Honey  
Apple Pie  
Rolls and Butter  
Coffee or Tea

Fruit Punch:	\$7.50++ per gallon
Ice Tea:	6.50++ per gallon
Coffee:	5.50++ per gallon

continued.....



Page two  
Mrs. O'Brien  
Sept. 19, 1975

Mrs. O'Brien, if I can be of further assistance, please do not hesitate to contact me at your convenience.

Sincerely,

A handwritten signature in dark ink, appearing to read "John S. Conner". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

John S. Conner  
Catering Manager

JCC:d1p

READING AND STUDY CENTRE



AQ 3054

SIMON FRASER UNIVERSITY, BURNABY, B.C., CANADA V5A 1S6

September 11, 1975

Ms. June Dempsey, President,  
Western College Reading Association,  
San Joaquin Delta Community College,  
5151 Pacific Avenue  
Stockton, California 95204.

Dear June:

We are enclosing our submission, including letters from Hotels and diagrams of the meeting and banquet rooms, for the Western College Reading Association Conference for 1977.

In answer to your question regarding the cut-off date for reservations, it is the policy for all Hotels in the Vancouver area to review their bookings one month prior to any Conference. However, the Four Seasons Hotel would review the bookings with an option to extending this to two weeks.

Simon Fraser University hopes you will accept our bid and would provide financial support to cover the usual expenses of mailing, paper, duplicating, etc.

If the Board has any further enquiries, please feel free to contact us.

Thank you for your consideration.

Yours truly,

A handwritten signature in cursive script, reading 'Perry L. Franklin'.

Perry L. Franklin,  
Director,  
Reading and Study Centre.

/j





SIMON FRASER UNIVERSITY, BURNABY, B.C., CANADA, V5A 1S6  
OFFICE OF THE VICE-PRESIDENT, UNIVERSITY SERVICES; 291-4175

September 11, 1975

Executive Board,  
Western College Reading Association


Dear Board Members:

Simon Fraser University extends to you a cordial invitation to hold the 1977 annual conference of the Western College Reading Association in the Vancouver area of British Columbia. While we do not have available sleeping accommodation on campus, there are attractive alternatives nearby. We do hope that you will hold your business sessions, and some of your social events, on the Simon Fraser campus.

Our University does support a substantial program aimed at the improvement of the reading and study skills of the campus community. Your association plays a role in the advancement of the knowledge and professional growth in this whole area.

I encourage you to communicate directly with the Director of Reading and Study at Simon Fraser, Mr. Perry Franklin. I look forward to greeting you at your 1977 Conference.

Yours sincerely,

  
Stanley C. Roberts,  
Vice-President

SCR/slc



Attachment 9/20/75



## UNIVERSITY OF NEVADA, RENO

COLLEGE OF EDUCATION  
READING STUDY CENTER  
RENO CAMPUS

September 11, 1975

June Dempsey, President  
Western College Reading Association  
5151 Pacific Avenue  
Stackton, California 95207

Dear June,

Enclosed are the letters for a bid for the conference in 1977. In accordance with your last request I am making arrangements to reserve more rooms from two more hotels, 200 are now reserved.

The Pioneer Theater Auditorium is a beautiful building to hold a conference in. The set-up charges may be less than quoted depending upon what extra the workers must go through to get all in readiness for the conference. I paid no set-up charges when IRA was there last year. It may be that way for us too. The exhibits, however, were set-up by a convention businessman, who was paid for his work.

As you can see my Dean will pick up most of the expenses, mailings, printing, etc.

The Chamber of Commerce will again distribute coupons for drinks, gambling, etc. as we did when WCRA was here last time. They will also furnish us a cover for the conference program, if we wish and other goodies. The cover is printed in three colors and is quite nice looking, although it does advertise Reno. The Chamber will handle all room reservations and print up the reservation card for mailing, a copy enclosed.

All in all we will try to be a good host if you decide on Reno.

Sincerely,

*Paul M. Hollingsworth*  
Paul M. Hollingsworth

PMH:ms



# UNIVERSITY OF NEVADA, RENO

COLLEGE OF EDUCATION  
OFFICE OF THE DEAN  
RENO, NEVADA 89507  
(702) 784-6905

September 10, 1975

June Dempsey, President  
Western College Reading Association  
5151 Pacific Avenue  
Stockton, California 95207

Dear President Dempsey:

It would be our pleasure to host your reading conference in Reno, Nevada, March 30, through April 2, 1977. As Host college, we will:

1. Provide two mailings to the membership concerning the conference.
2. Provide secretarial time for work on the conference.
3. Print the conference program, the invitation letters and registration materials, and pay for the cost of printing.
4. Provide audiovisual equipment for the conference presentations that are available to us from the university.
5. Allow faculty members to work on the conference during the days of the conference.

We hope you will consider us again as the host college.

Sincerely,

A handwritten signature in dark ink, appearing to be "E. J. Cain", written over a horizontal line.

E. J. Cain, Dean  
College of Education

EJC:pmh

WESTERN COLLEGE READING ASSOCIATION TREASURER'S REPORT SEPT. 20, 1975

CASH in United California Bank, Whittier	\$ 1,392.95
CASH in Mercury Savings & Loan	8,700.00
CASH ON HAND, TOTAL	<u>\$ 9,895.95</u>

\*

(Interest earned to date \$25.52)

INCOME

Received from Ruth Purdy, 5/7/75	\$10,000.00
" " " " 8/6/75	1,400.34
Receipts from Membership Dues and Proceedings (to date)	<u>393.26</u>
TOTAL RECEIPTS	<u><u>\$11,793.60</u></u>

EXPENDITURES

Postage	\$ 100.50
Newsletter	284.48
Stationery, printing	87.05
Proceedings (printing, balance due approx. 1300)	1,300.00
Misc.:	125.62
Florist (hollignsworth)	12.06
Past-President's exp. (Johnson)	19.66
Treasurer's Bond-- 3 year	63.00
WCRA Plaques	15.90
Refund made	15.00
	<u><u>\$ 1,897.65</u></u>

NET

\$ 9,895.95

\*

Tucson, Arizona  
September 20, 1975

*Extra*

Western College Reading Association

Executive Board Meeting

The Executive Board of the Western College Reading Association met in Tucson, Arizona, at the Ramada Inn, September 20, 1975, for its mid-year meeting. President June Dempsey presided. Board members present: President June Dempsey, President-Elect Royce Adams, Secretary Margaret Devirian, Treasurer Seymour Prog, immediate Past President Elizabeth Johnson.

Non-voting members present: Carol Scarafioti, WORA Newsletter Editor.

I. CALL TO ORDER

President June Dempsey called the meeting to order at 9:58 a.m.

II. AGENDA

The agenda was reviewed. There were no corrections, additions, or deletions to the agenda.

III. MINUTES

Secretary Devirian highlighted the minutes from the April 1975, meetings. The minutes were approved as submitted.

IV. TREASURER'S REPORT

Treasurer Seymour Prog presented the Treasurer's report:

Western College Reading Association: Treasurer's Report Sept. 20, 1975

CASH in United California Bank, Whittier	\$ 1,392.95
CASH in Mercury Savings & Loan	8,700.00
CASH ON HAND, TOTAL	<u>\$ 9,895.95</u>
(Interest earned to date \$25.52)	

INCOME

Received from Ruth Purdy, 5/7/75	\$10,000.00
Received from Ruth Purdy, 8/6/75	1,400.34
Receipts from Membership Dues and Proceedings (to date)	<u>393.26</u>
TOTAL RECEIPTS	<u>\$11,793.60</u>

EXPENDITURES

Postage	\$ 100.50
Newsletter	284.48
Stationary, printing	87.05
Proceedings (printing, balance due approx. 1900)	1,300.00
Misc.:	
Florist (Hollingsworth)	12.06
Past-President's exp. (Johnson)	19.66
Treasurer's Bond--3 years	63.00



IV. TEASUPER'S REPORT (Cont'd.)

WCRA Plaques	15.90
Refund made	15.00

---

\$ 1,897.65

NET

---

\$ 9,895.95

Moved (Johnson), Seconded (Adams), that the Treasurer's report be accepted as read.

PASSED

June Dempsey suggested that all Board members submit their receipts for reimbursement to Seymour Prog before they leave the meeting.

Informal discussion ensued regarding Prog being the sole person needed to sign WCRA checks. The Board concurred that this procedure was acceptable to them. June suggested that the Treasurer does have guidelines of the officers proposed budgets and unless there is anything that is questionable, for which it is the Treasurer's responsibility to question, then the present procedure should continue to be followed.

June Dempsey asked that any changes or additions to the proposed budget submitted in Spring be submitted to Seymour Prog as those changes would be helpful to him in projecting the year's budget. June Dempsey and Seymour Prog discussed with the Board the proposal that the Treasurer prepare and send to all Board members a yearly projected budget. Royce Adams suggested that this projected budget be printed in the Newsletter. June Dempsey suggested that the cost of the Proceedings be included in this report.

June Dempsey responding to a question raised by Royce Adams stated that there is a summary sheet available which gives guidelines of each officer's expenses. These guidelines are based on past expenses and experiences.

Elizabeth Johnson informed the Board that Mr. Rosenberg is no longer the Sales and Convention Manager for the Ramada Inn; however, the new Sales and Convention Manager has been contacted by both Barbara Oakman and Elizabeth Johnson and the agreements made by the former manager will be upheld by the present manager.

V. OLD BUSINESS

A. Balloting Committee. Paul Hollingsworth was named Chairperson of that committee which is comprised of the Past Presidents. The committee has submitted both a majority and minority report. That report appears in Attachment #1. The report was read to the Board by June Dempsey.

Moved (Johnson), Seconded (Adams), that the Board accept the report.

PASSED

Discussion of the reports ensued.

Moved (Johnson), Seconded (Adams), that WCRA try for this year only (1976) an absentee balloting system on a pilot basis by which individuals who know they won't be able to attend the Conference write for an absentee ballot. This system would be employed in conjunction with the traditional system of voting at one of the business meetings at the Annual Conference.

PASSED

Royce Adams is intending on distributing the business meeting matters throughout the general sessions. It was suggested that voting take place at a Friday general session where a keynoter will be speaking so as to draw the most members. It was also suggested that a write-in space be available on the absentee ballots.

- B. Nominations Committee. Gene Kerstiens was named Chairperson of this committee which is comprised of the Past Presidents. June Dempsey read that report to the Board (see Attachment #2).

Moved (Prog), Seconded (Devirian), that the report from the Nominations Committee be accepted.

PASSED

Royce Adams discussed with the Board the suggestion that the Nomination Committee choose nominees which are of equal renown, experience, publishing, etc. Discussion of this ensued.

June Dempsey suggested that we let the membership know that if they are interested in running for an office that they contact their state director who would then contact the Nominating Committee. Royce Adams suggested that this be published in the Newsletter. Discussion ensued. Seymour Prog suggested that the nominations from the floor procedure for elections be publicized as part of voting procedures for the Tuscon Conference. Royce suggested that the membership be made aware through the Newsletter that write-in ballot is possible, that there will be both an absentee ballot as well as balloting at the Conference and nominations taken from the floor and that anyone interested in running for office in the future contact their state directors.

Carol Scarafiotti discussed with the Board how they wished to time the Newsletters and what information they should contain. It was agreed that the Summer Newsletter would contain primarily the membership list, a report on the mid-year Executive Board meeting, and an article on the newly elected Board members. The Fall issue would primarily contain Conference information.

June Dempsey asked if there was any further discussion about the report from the Nominations Committee. Margaret Devirian suggested that at the voting session the procedure whereby the Nominations Committee arrives at their list of nominees be reported to the membership.

- C. Constitution Committee. June Dempsey requested the report from Elizabeth Johnson as a committee member since the Chairperson of the committee--Frank Christ--was not in attendance. Margaret Devirian reported that as far as she knew the Chairperson had not contacted the committee members. Elizabeth Johnson and Mike McHargue were named by June Dempsey to co-chair the committee and invite Frank Christ to continue as a member if he would like and that the appropriations to the committee which were already made be used for the committee to get together as soon as possible to have a working session. Elizabeth Johnson stated that she wrote to the committee members requesting they send her their written preliminary suggestions on changing the Constitution--Mike McHargue is the only one to have sent his report. June Dempsey charged the committee to send the recommended changes in writing to all Board members 60 days prior to the Conference so that the Board members can then approve or disapprove the changes item by item in writing and sign. The approved changes would appear in the Newsletter atleast 30 days prior to the Conference. The Election Committee will monitor this voting as well as the voting of officers.
- D. Readability Investigation. John Hagstrom and Bob Williams were appointed to this committee. June has sent two letters to them requesting a report and has as yet heard nothing. She assumes that they will have a report for the Board meeting at the Conference. They were to investigate whether ERIC was willing to act as a clearinghouse for this and if not what other institution would.
- E. Standards Committee. Jim Arnold and Gil Williams were appointed members of this committee. The Board at the last Conference meeting requested the committee to clarify the motion. Since Barbara Tomlinson requested that ACPA should investigate the possibility of serving as an accrediting organization for learning centers, she was also appointed as a member of the committee.

Moved (Johnson), Seconded (Adams), that the Board rescind its approval of the following items: 1) minutes of the general session of March 21st, 1975, regarding the omission of Jim Arnold's motion about the "mind of the Association"; and 2) item 20 of the Executive Board Minutes of March 22nd, 1975, in view of the confusion over the omission and wording of the motion. Said motion to be reconsidered at the next Executive Board meeting in April 1976.

PASSED

Moved (Frog), Seconded (Devirian), that we require all proposed motions regarding financial and/or policy making commitments of the organization be submitted in writing at the Pre-Conference Board meeting except in cases of initiatives as described in the Constitution, Article 11, Item 1.

PASSED

- F. Guidelines. Jerry Rainwater was selected as chairperson of the Conference Guidelines Committee. He requested to be a one-member committee. As of yet there has been no report from him.

Moved (Adams), Seconded (Prog), that all Board members, State Directors, Editors, and committee chairpersons keep a log of their activities in office and pass this on to the newly elected officers.

PASSED

In discussion that ensued it was felt that these job descriptions should be submitted to prospective nominees.

Moved (Adams), Seconded (Johnson), that each Board member take a look at his job description as presently written and make changes, additions, or deletions as they see fit and present those in writing to the Constitution Committee for their consideration as soon as possible so that they may be included in the Constitution Committee's report to the Board meeting this coming April.

PASSED

- G. WCRA Pamphlet. June Dempsey will check with Guy Smith to see what has been accomplished on the new design and writing for the WCRA Pamphlet.

- H. State Directors--Membership. Elizabeth Johnson reported the following changes in State Directors:
- a. Barbara Epp is the new State Director for Washington. Dave McCarthy is being considered as Co-State Director.
  - b. Barbara Oakman was asked to serve as Arizona State Director and has accepted the appointment.
  - c. Harry Giel is Oregon's new State Director.
  - d. Donna Davidson will replace Bill Oaksford as the Southern California State Director.
  - e. Dr. Sue Johnson is Director At-Large. Some question was raised regarding Sue Johnson's position as Director At-Large since she has recently assumed a position within the WCRA area. Elizabeth Johnson will write to Dr. Johnson about this matter.

Royce Adams suggested that close contact be kept with State Directors. He also suggested that a list of duties for State Directors be sent to them immediately. Royce Adams and June Dempsey suggested that State Directors be formally invited to attend and give a report at one of the Conference's Board Meetings. Elizabeth Johnson suggested that this meeting be arranged for more than an hour during one of the seminar sessions so as many as possible will attend.

June Dempsey informed the Board that they should feel free to use the following phrase whenever describing WCRA as it is our unofficial motto: "The Blue Chip organization for college reading professionals."

June Dempsey asked Elizabeth Johnson if she has sent to the State Directors a list of the membership in their states. Johnson replied that she has.

Discussion ensued regarding a financial commitment to State Directors so that they may carry out the duties of their office.

Moved (Prog), Seconded (Devirian), that WCRA allow reasonable and necessary expenses for postage and telephone for the State Directors in the function of their duties as State Directors and that this be budgeted.

Moved (Adams), Seconded (Johnson), to amend the motion to read "...that this be budgeted a total amount of 3500.00 for the State Directors as a whole."

PASSED.

- II. Appointments. June Dempsey reported on recent appointments.
- a. Barbara Tomlinson replaced Margaret Devirian as Placement Director.
  - b. Carol Scarafiotti replaced Bob Williams as WCRA Newsletter Editor.

The meeting was adjourned for lunch at 12:44.

The meeting was reconvened at 2:00. At this time the following persons joined the meeting: Barbara Oakman, Co-Chairperson of the Conference, Louise Haugh, Conference Co-Chairperson, and Barbara Guthrie Morse, Exhibits Chairperson.

#### VI. REPORTS

- A. At this point the meeting was turned over to Royce Adams, Barbara Oakman, Louise Haugh, and Barbara Morse for their report on the Tuscon Conference.
1. Barbara Morse, Exhibits Chairperson, submitted two letters to the Board for their approval. The first thanked those exhibitors who participated in the 1975 Conference and the second invited exhibitors to show their wares at the 1976 Conference (see Attachment #3 and #4). The Board suggested changing the cost of an exhibitor's table from \$150.00 to \$125.00. The suggestion was accepted.
  2. Mary Mulligan from the Tuscon Convention Bureau was introduced by Barbara Oakman.
  3. The idea was discussed of having a drawing for two nights free lodging. The suggestion was made that the drawing instead be for \$35.00. This suggestion was accepted. A book of coupons would be given to each person attending the Conference, a coupon would be dropped in a box at each exhibitors stand, this would assure that each Conference attendee went to all exhibitors displays. Then there is a drawing to determine which exhibitor's box is going to be chosen and the final drawing is made from that exhibitor's box.
  4. Elizaneth Johnson will send Barbara Oakman a roll of tickets.
  5. It is estimated that no more than 500 attendees will be at the Conference.

6. Royce Adams suggested that on the cover letter to the prospective exhibitors that the Ninth Annual Conference and Ramada Inn be inserted.
7. Barbara Oakman asked about an exhibitor's contract. The previous Exhibit Chairperson simply used a form. June Dempsey suggested that a more formal contract is in order and would be an excellent tradition to establish. Two envelopes will be included with that letter, one for the check to be sent to Seymour and one to Barbara which would include the contract.
8. June Dempsey asked Elizabeth Johnson to contact the State Director to urge their membership to urge the companies they have dealings with to contact the Exhibits Chairperson. Royce Adams suggested the letter to exhibitors be sent to all the State Directors.
9. Royce Adams asked Mary Mulligan about the tours and the buses. She responded that Greyhound Charter costs were as follows:  
39 passengers, 5 hours: \$94.80  
34 passengers, 5 hours: 74.20  
For trip from Ramada Inn to Pima College and the Desert Museum and return.  
39 passengers, 8 hours: \$113.60 Tour to Nogales and return.  
Contact person is Marcia. Greyhound is more reasonable than Grayline; however, they need a commitment a week ahead. June Dempsey suggested that the bus company assume all responsibility for the tour to Nogales with the exception that WCRA publicize the event. However, she did suggest that it would be appropriate for WCRA to assume the responsibility for the tour to Pima College.
10. Responding to Royce's question about name tags, Mary showed the Board the name tags which her staff will type up adding name, college, and state of the participants. Each name tag comes with a plastic holder. The Convention Bureau will also provide 1000 packet covers and will pay half the expenses of three mailings of 2000 each. WCRA will have to have their own name printed on the program covers.
11. Royce Adams distributed the estimated Conference costs (see Attachment #5 which includes changes made at this Board meeting. The Conference Committee will look into acquiring note pads or whatever from entrepreneurs in the area to be placed in the conference packets. The Conference Committee will also make up and distribute a list of restaurants and night spots in the area. Since the Board had no further question for Mary, she excused herself.
12. A thank you will be printed in the programs regarding the fine assistance given to WCRA by the Tucson Convention Bureau. As well June Dempsey and Barbara Oakman will each write a letter of thanks.

13. The phrase which will be used to encourage members to come to the Conference will be "bring your boots to Tuscon." Royce also reported that the banquet will be a western bar-b-que with entertainment provided by a mariachi band. The menu was presented and discussed (see Attachment #6). The Ramada Inn will pay half the cost of the band which comes to a total cost of \$75.00. The Board agreed upon the Mesquite broiled 12oz. T-bone. The cost of the bar-b-que was set at \$7.50 with entertainment.
14. Discussion ensued on registration fees, dues, and cost of the Proceedings. A \$10.00 registration fee will be charged. Dues including Proceedings will be \$10.00.
15. Discussion ensued on hospitality rooms. June Dempsey suggested that a list of 10 people be given better than average rooms and a bottle of champagne. The Conference Committee will check to see if the hotel will provide these, if not, then WCRA will see what can be done.
16. It was also agreed that only Royce Adams, Barbara Oakman, and Seymour Prog will be the only ones approved to sign for hotel tabs for WCRA and that the hotel be given this list of names.
17. The offering of Pre-Conference Institutes for credit was discussed. By agreement it was decided that no graduate credit would be offered but that extension credit is a definite possibility for either the Institutes or the seminar sessions and will be looked into by the Conference Committee. Because of the good experiences of the Institutes last year, the estimated number of attendees at this year's was upped to 100 at \$5.00 each.
18. June suggested to Royce that in the mailings there be a final date stipulated by which pre-conference registration will be accepted and after that date persons must register at the door.
19. Royce informed the Board of the Conference Theme: "The Spirit of 76: Revolutionizing College Learning Skills."
20. Barbara Morse requested that as Seymour receives registrations that he send those names to Louise and Barbara as he receives them rather than in bunches of 100. One copy of the registration form will go to the Membership Chairman, one to the Program Chairperson, and the Treasurer will keep one.
21. June suggested Royce ask the membership to give him an idea of what sessions they intend to attend in the second mailing so that he'll have an idea of what size rooms to book for which sessions.
22. Barbara Oakman read a poem she had written about the upcoming Tuscon Conference which will be published in the WCRA Newsletter.
23. June suggested that Barbara Oakman and the other persons working on the Conference be written up in the Newsletter, hopefully with their pictures.

WESTERN  
COLLEGE  
READING  
ASSOCIATION

October 22, 1975

Dear Recipient of the WCRW Board Minutes for September 20, 1975:

It has been brought to my attention by Liz Johnson that the minutes of the Mid-year Executive Board Meeting contain an error on page 3, item #14:

The Conference registration should be \$20.00, including Proceedings, and the dues \$5.00.

An official correction of the minutes will be made at the next Board meeting.

If you note any further corrections, please alert me so that I can notify other recipients of the Board Minutes and the minutes can be corrected. Thank you.

See you in Tuscon.

Sincerely,

*Margaret*

Margaret Coda Devirian  
Secretary, WCRW  
Learning Assistance Center  
California State University  
Long Beach, CA 90840  
(213) 493-5350

WESTERN COLLEGE READING ASSOCIATION



24. The Newsletter deadline dates were discussed. October 15th is the deadline for submission of copy for the Fall Newsletter. The summer issue will be out as soon as possible. In the summer issue will be highlights from this meeting in place of the President's Message and also the list of nominees. The statements from nominees will be in the Fall Newsletter.

V. OLD BUSINESS (Cont'd)

- J. Proceedings Committee. The Proceedings Committee is made up of Roy Sugimoto, Chairperson, Margaret Devirian, Seymour Prog, and Ruth Purdy. In Roy's absence, Margaret reported on the committee's recommendations for boosting sales of the Proceedings. The recommendations of the committee were as follows:
1. That the Proceedings be included with membership and/or Conference registration fees.
  2. That the Proceedings be advertized in each WCRA Newsletter.
  3. That the availability of the Proceedings be advertized in professional magazines and journals, i.e., the Journal of Reading.
  4. That WCRA members encourage their own libraries to purchase the Proceedings and that a form letter directed to the head librarian be printed in the WCRA Newsletter as a letter each member can adapt and send to their own librarian.
  5. That the Fourth, Fifth, Sixth, Seventh, and Eighth Proceedings be sold as a package for less of a cost than if sold individually.
- Discussion ensued.

Moved (Adams), Seconded (Devirian), that the Proceedings Committee investigate the cost of advertizing in professional journals related to learning skills for college students and report back to the Board at their next meeting.

PASSED

Moved (Johnson), Seconded (Adams), that the Fourth, Fifth, Sixth, Seventh, and Eighth Proceedings be made available as a package for \$20.00.

PASSED

Seymour shared with members a new application form for membership to which he will add a blurb regarding the availability of the Proceedings package and its cost.

Institutional membership was discussed. It is in the Constitution that we have one class of membership; therefore, institutional membership is unconstitutional and the Board members agreed for several reasons that institutional membership would be undesirable.

Moved (Devirian), Seconded (Johnson), that the Proceedings Committee draft and submit to Carol Scarafioti a model letter which WCRA members can adapt to send to their librarians suggesting the purchase of the Proceedings. This letter to be published in the WCRA Newsletter.

PASSED

VI. REPORTS (Cont'd.)

- B. Newsletter Editor's Report. The new deadlines for the Newsletter are as follows:

<u>Issue</u>	<u>Editor's deadline</u>	<u>Date sent to members</u>
Summer (1975 only)	Sept. 30th	As soon as possible
Fall	Oct. 15th	November 14th
Winter	Dec. 1st	Jan. 15th
Spring	April 15th	May 1st
Summer	Sept. 1st	Oct. 15th

Discussion ensued on increasing the size of the Newsletter.

Moved (Johnson), Seconded (Devirian), that the Newsletter be increased from an 8 page tabloid to a 12 page tabloid.

PASSED

Margaret Devirian will look into mailing the WORA brochures with announcements of the availability of the Proceedings to all institutions of higher education in the U.S. Mailing labels have been prepared and she will investigate mailing the material without cost to WORA.

- C. Honorary Board. June Dempsey reported that both Roy Sugimoto and Gene Aerstiens had suggested to the Board that they explore the possibility of forming an Honorary Board to act in an advisory capacity to WORA. June requested that the Board members consider this proposal in terms of what this Board would do and if there would be any kind of financial commitment. Tabled til next meeting.

- D. Bids for the 1977 Conference.

June Dempsey reviewed the following bids which have been submitted for the 1977 Conference:

1. Vancouver bid. Margaret Jones strongly recommended the Four Seasons over the other possible Conference hotel--the Sheraton Landmark. June Dempsey read the letter from Perry Franklin and one from Stanley C. Roberts, both from Simon Fraser University (see Attachments #7 and #8). Margaret Jones further described the facilities of both hotels in a letter to June which was read to the Board. June suggested that if we decide on Vancouver that we should follow their suggestion of the Four Seasons as the Conference hotel. Discussion ensued regarding the advantages and disadvantages of having the Conference in Vancouver.
2. June read the letters from Paul Hollingsworth and E. J. Cain from the University of Nevada, Reno, regarding their desire to host the Conference (see attachments #9 and #10). Discussion ensued regarding the advantages and disadvantages of having the Conference in Reno.

Moved (Johnson), Seconded (Prog), to accept the Reno bid for the Conference in 1977.

Discussion. June suggested that Royce send out in the first of second pre-conference mailing to the membership a note requesting them to let the Board know their feelings on where the Conference

should be held. In this correspondence Royce will inform the membership of the costs involved for both Reno and Vancouver and also that they ought to look into whether their institutions will reimburse them for travel out of the country, i.e., to Vancouver, Canada. Another suggestion was made that this should appear in the Newsletter. This was agreed upon.

Moved (Devirian), Seconded (Adams), that we table the motion to have the 1977 Conference in Reno.

PASSED

#### VII. NEW BUSINESS

- A. Royce suggested that WCRA consider sponsoring Study Travel Workshops, for example to Mazatlan. It would be set up so the entire workshop would be tax deductible. A brief discussion ensued. Further discussion of this item will take place at another meeting.

#### VIII. ADJOURNMENT

Moved (Johnson) that the meeting be adjourned.

PASSED

The meeting was adjourned at around 5:20 p.m.

Respectively submitted by

*Margaret Coda Devirian*

Margaret Coda Devirian  
Secretary, WCRA

These minutes have not as yet been approved.



# UNIVERSITY OF NEVADA, RENO

COLLEGE OF EDUCATION  
READING STUDY CENTER  
RENO CAMPUS

July 22, 1975

Ms. June Dempsey, President  
Western College Reading Association  
3652 South Merrimac Circle  
Stockton, CA 95207

Dear June:

I wish to report on the suggestions from the committee to determine the question of balloting. Three out of five members wish that the balloting would continue as it is at the present time. The reasons given are:

1. Balloting by mail would require a change in the constitution.
2. Balloting by mail is no guarantee that you would get as many responses as you would if you had voted in the conference. What would determine a majority if only a few ballots were returned?
3. Balloting at the conference has the psychological advantage of reducing any suspicions of behind-the-scenes control and assures a feeling of openness.
4. A majority of our membership are present at conferences.
5. Transfer of offices effected more easily at and during the conference.
6. Voters have a chance to meet the candidates, ask questions, and generally talk to them.
7. Voters and candidates will be induced to attend the conference.
8. More generally, a person's experience while voting by mail have been unrewarding by other organizations.

Two of the members of the committee wish that changes be made. They feel that certain members are disinfranchised because they cannot attend the conference and cannot vote for officers. The following is a suggested procedure for voting procedures by these two members:

1. The Nominations Committee will invite suggestions from members (probably through a Newsletter) for candidates. These suggestions should be received by a Committee member by Thanksgiving. (The Committee members should be announced in the same Newsletter.)
2. The Nominations Committee will select a slate of officers and secure each candidate's willingness to run.
3. A candidates' vita will be presented in a Newsletter or special mailing -- with a ballot -- to all bona fide members on or about February 1st. Ballots should have a space for a write-in vote.
4. Ballots should be returned no later than March 1 or it doesn't count.
5. Counting of sealed ballots to be done by at least three members of the Committee, probably at the WCRA Conference, unless there is a way for them to get together before that.
6. Announcement of winners will be made at the business meeting of the Conference as well as in the first Newsletter after the Conference.

As you can see, many ramifications are involved in the WCRA voting and nominating procedures. As long as we are able to have a majority of our members meet at the conference, it would be easier for us to continue as we are. However, if we ever get as large as some associations, then in the future, changes may be necessary. We submit both sides of the story and leave it to our Executive Committee to make a final decision for submission to the members.

This is our report.

Sincerely,



P. M. Hollingsworth, Chairman  
Balloting & Nominating Committee

# EL CAMINO COLLEGE

(213) 532-3670

16007 CRENSHAW BOULEVARD • VIA TORRANCE, CALIFORNIA 90506

July 21, 1975

Frank L. Christ  
3302 Druid Lane  
Los Alamitos, CA 90720

Paul Hollingsworth  
1601 Byrd Drive  
Sparks, Nevada 89431

Elizabeth Johnson  
2333 Pine Knoll Drive #6  
Walnut Creek, CA 94595

Robert W. Griffin  
P. O. Box 572  
La Quinta, CA 92253

Irwin Joffe  
315 E. Del Rio Drive  
Tempe, Arizona 85281

Jerry Rainwater  
816 W. 16th  
Portales, N. M. 88130

Dear Colleagues:

Based upon the balloting results (six members responding), it is the decision of the WCRA Nominations Committee that the slate of candidates to be presented at the 1976 Tucson conference is as follows:

PRESIDENT ELECT:

Margaret Devirian, California State University, Long Beach, CA 90840  
Horst Taschow, University of Regina, Regina, Canada  
*82 Matthews Crescent, Sask. S4N 1A9*

SECRETARY:

*43179 Washington Commons, Fremont, Ca. 94538*  
John Maloney, Ohlone College, Fremont, CA  
Barbara Oakman, Pima College, Tucson, AZ  
*7114 E. Sylmar Ave Tucson 85710*

TREASURER:

*Route 1*  
E. Coston Fredrick, Idaho State University, Boise, ID 83702  
Seymore Prog, Rio Hondo College, Whittier, CA  
*13864 Russell St. Whittier CA 90605*

Each of these candidates shall be informed of their respective nomination at this time, and I am asking Bob Williams to contact each of them to secure copy and/or pictures so that they will have exposure in an appropriate WCRA Newsletter.

Thank you again for your informational letters and your prompt responses.

See you in Tucson.

Cordially,

*[Signature]*  
Gene Kerstiens, Chairman  
WCRA Nominations Committee

GK:cas

cc: June Dempsey, 3652 S. Merrimac Circle, Stockton, CA 95207  
Bob Williams, 1701 Springfield Drive, Fort Collins, Colorado 80521

*June, hope all goes well this summer. you continue to be an excellent President. Love*

September 19, 1975

The Publisher  
100 Revolution Way  
Reading, USA

Dear Sir:

The Western College Reading Association thanks you for your participation in the 1974 Annual Conference, in Anaheim last March. The Conference was a tremendous success and much of that success was due to the quality of the exhibitions arranged by you, the publishers.

Plans are underway now for our 1975 Annual Conference, scheduled for Tucson Arizona on April 8, 9, 10. Although we will be contacting many publishers in an effort to expand the exhibition, the Association wants to contract first with you publishers who provided such distinguished exhibits in '74.

Enclosed you will find an invitation to the Conference which will outline all relevant information, including mention of a most promising promotional device which will guarantee that each WCRA member will visit your exhibit! In addition to the invitation, you will find a contract and return envelopes to facilitate your positive response to our invitation!

I look forward to receiving the contracts and more especially to meeting your representative at the Conference in April.

Sincerely,

Barbara Guthrie Morse  
Exhibits Chairperson

Alternative Learning Center  
Pima Community College  
50 West Speedway  
Tucson, Arizona 85703

BM/rm

September 19, 1975

Preview: An invitation to exhibit your wares (hard and soft) at the Ninth Annual Conference of the Western College Reading Association - "Revolution in Reading"

Survey: Ramada Inn, Tucson, Arizona (What the West is all about!)

Question: April 8,9,10, 1975

Read: 500 Potential Buyers! Yes, 500 educators involved in every aspect of reading, ranging from basic word recognition skills to college level content concept acquisition want to invite YOU to exhibit your wares to our members, many of whom will be in the process of adopting materials for Fall, 1975.

WCRA members include directors of learning centers, reading and study skills instructors, and instructors in adult education, bilingual reading, and GED preparation. We would welcome the opportunity to evaluate your materials, programs and delivery systems that would be appropriate for reading programs at community colleges, universities and adult education centers. Testing materials, programmed instruction kits, periodicals, paperbacks, filmstrips, audio-video cassettes, and other materials for individualizing instruction are in demand. Another vital area of concern is reading in the content areas - health occupations, business, math, science, vocational-technical occupations.

Review: FREE: Two nights lodging for a member drawn from members coupons which must be deposited at each exhibitors display! Two drawings will be held at the business meeting; one to determine which exhibitor's box of coupons will be selected and one to determine the winner. Each member must visit each exhibit to maximize his chances and this promotion will optimize your opportunity to contact 500 potential customers!

FREE: On Friday morning, April 9, a free continental breakfast, adjacent to the exhibits area, will entice members to sample your wares.

FREE: Recognition of your support in the conference program if we receive your RESPONSE (contract and check) by Feb. 15 and in the post-conference newsletter if we are supplied with your camera-ready logo.

Respond: Your check for \$150. will buy you: (1) 500 potential customers, (2) one 6ft. table, (3) two chairs, (4) one tablecloth, and (5) one outlet in a display room that will be secured each day after hours. Additional tables will be supplied at the reduced rate of \$50.

Mail your check today (payable to Western College Reading Association) in the "Reservations" envelope provided .

Mail your signed contract in the "Contracts" envelope provided so that arrangements will be made at the Ramada Inn for your exhibit.



September 20, 1975  
Attachment #5

ESTIMATED BUDGET FOR WCRA NINTH ANNUAL CONFERENCE

April 1976

<u>Debit</u>		<u>Credit</u>	
Conference mailings	\$1350.00	SBCC	\$1000.00
Conference programs	80.00	Pima College	472.40
Conference phone calls	200.00	Tucson Conv. Bureau ( $\frac{1}{2}$ of mailing cost)	675.00
Pre-Banquet Bar set-up	15.00	Banquet tickets @ 7.50	1500.00
Western BBQ 200 @ \$7.50	1500.00	Exhibitors (15 @ \$125)	1875.00
Banquet decorations	25.00	Conf. registration (350 @ \$20.00)	7000.00
Band	75.00	Pre-Conf. Institutes (100 @ \$5.00)	500.00
Hospitality Suite Mixes	50.00	Band (Hotel reimburse $\frac{1}{2}$ costs)	37.50
Courtesy Beverages (includes exhibitor's coffee)	360.00		
Continental Breakfast (32.00 @ 300)	600.00		<hr/> 13059.90
Hospitality suite	165.00		
President's room	125.00		
President-Elect's room	125.00		
Student workers	120.00		
Buses for tours (does not include possible Mexico trip)	300.00		
Miscellaneous	<u>100.00</u>		
	\$5240.00		

Based on 350 attending



404 N. FREEWAY • TUCSON, ARIZONA 85705 • PHONE 602-624-8341

September 12, 1975

Mrs. Barbara Olman  
WESTERN COLLEGE READING ASSOCIATION  
711 1/2 E. Sylvane Drive  
Tucson, Arizona 85710

Dear Mrs. Olman:

Per our telephone conversation on September 9th, I am sending you a choice of two (2) Western Style Barbecue Buffet menus. The prices are tentative and will confirm closer to the date of your function. Should you wish a set-down menu, please advise me. Also you will find our prices on Punch, Ice Tea and Coffee.

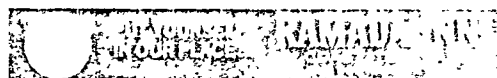
Barbecue Roast Sirloin of Beef	Mesquite Broiled 12oz. T-Bone
\$6.25++	\$7.50++

Both Buffets are served with:

Crisp Garden Salad w/Choice of Dressing  
Potato Salad  
Creamy Cole Slaw  
Cottage Cheese w/Fruit Salad  
Western Style Beans  
Corn on the Cob w/Butter or Honey  
Apple Pie  
Rolls and Butter  
Coffee or Tea

Fruit Punch:	\$7.50++ per gallon
Ice Tea:	6.50++ per gallon
Coffee:	5.50++ per gallon

continued.....



Page two  
Mrs. O'Brien  
Sept. 12, 1975

Mrs. O'Brien, if I can be of further assistance, please do not hesitate to contact me at your convenience.

Sincerely,

A handwritten signature in dark ink, appearing to read "John D. Connor". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

John D. Connor  
Catering Manager

JCC:d1p

READING AND STUDY CENTRE



AQ 3054

SIMON FRASER UNIVERSITY, BURNABY, B.C., CANADA

V5A 1S6

September 11, 1975

Ms. June Dempsey, President,  
Western College Reading Association,  
San Joaquin Delta Community College,  
5151 Pacific Avenue  
Stockton, California 95204.

Dear June:

We are enclosing our submission, including letters from Hotels and diagrams of the meeting and banquet rooms, for the Western College Reading Association Conference for 1977.

In answer to your question regarding the cut-off date for reservations, it is the policy for all Hotels in the Vancouver area to review their bookings one month prior to any Conference. However, the Four Seasons Hotel would review the bookings with an option to extending this to two weeks.

Simon Fraser University hopes you will accept our bid and would provide financial support to cover the usual expenses of mailing, paper, duplicating, etc.

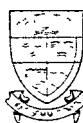
If the Board has any further enquiries, please feel free to contact us.

Thank you for your consideration.

Yours truly,

A handwritten signature in cursive script, reading 'Perry L. Franklin'.  
Perry L. Franklin,  
Director,  
Reading and Study Centre.

/j





SIMON FRASER UNIVERSITY, BURNABY, B.C., CANADA, V5A 1S6  
OFFICE OF THE VICE-PRESIDENT, UNIVERSITY SERVICES; 291-4175

September 11, 1975

Executive Board,  
Western College Reading Association

Dear Board Members:

Simon Fraser University extends to you a cordial invitation to hold the 1977 annual conference of the Western College Reading Association in the Vancouver area of British Columbia. While we do not have available sleeping accommodation on campus, there are attractive alternatives nearby. We do hope that you will hold your business sessions, and some of your social events, on the Simon Fraser campus.

Our University does support a substantial program aimed at the improvement of the reading and study skills of the campus community. Your association plays a role in the advancement of the knowledge and professional growth in this whole area.

I encourage you to communicate directly with the Director of Reading and Study at Simon Fraser, Mr. Perry Franklin. I look forward to greeting you at your 1977 Conference.

Yours sincerely,

A handwritten signature in cursive script, appearing to read 'S. C. Roberts'.

Stanley C. Roberts,  
Vice-President

SCR/slc





# UNIVERSITY OF NEVADA, RENO

COLLEGE OF EDUCATION  
READING STUDY CENTER  
RENO CAMPUS

September 11, 1975

June Dempsey, President  
Western College Reading Association  
5151 Pacific Avenue  
Stackton, California 95207

Dear June,

Enclosed are the letters for a bid for the conference in 1977. In accordance with your last request I am making arrangements to reserve more rooms from two more hotels, 200 are now reserved.

The Pioneer Theater Auditorium is a beautiful building to hold a conference in. The set-up charges may be less than quoted depending upon what extra the workers must go through to get all in readiness for the conference. I paid no set-up charges when IRA was there last year. It may be that way for us too. The exhibits, however, were set-up by a convention businessman, who was paid for his work.

As you can see my Dean will pick up most of the expenses, mailings, printing, etc.

The Chamber of Commerce will again distribute coupons for drinks, gambling, etc. as we did when WCRA was here last time. They will also furnish us a cover for the conference program, if we wish and other goodies. The cover is printed in three colors and is quite nice looking, although it does advertise Reno. The Chamber will handle all room reservations and print up the reservation card for mailing, a copy enclosed.

All in all we will try to be a good host if you decide on Reno.

Sincerely,

*Paul M. Hollingsworth*  
Paul M. Hollingsworth

PMH:ms



# UNIVERSITY OF NEVADA, RENO

COLLEGE OF EDUCATION  
OFFICE OF THE DEAN  
RENO, NEVADA 89507  
(702) 784-6905

September 10, 1975

June Dempsey, President  
Western College Reading Association  
5151 Pacific Avenue  
Stockton, California 95207

Dear President Dempsey:

It would be our pleasure to host your reading conference in Reno, Nevada, March 30, through April 2, 1977. As host college, we will:

1. Provide two mailings to the membership concerning the conference.
2. Provide secretarial time for work on the conference.
3. Print the conference program, the invitation letters and registration materials, and pay for the cost of printing.
4. Provide audiovisual equipment for the conference presentations that are available to us from the university.
5. Allow faculty members to work on the conference during the days of the conference.

We hope you will consider us again as the host college.

Sincerely,

E. J. Cain, Dean  
College of Education

EJC:pmh