

## ULA Silent Auction 2016

### Report

Silent Auction Committee: Liesl Seborg and Richard Paustenbaugh

The ULA Silent Auction of 2016 brought together tons of goodwill and a bit of excitement Thursday night of the conference. We had 30 items valued at over \$2,000.00 donated to the auction this year and we raised over \$1,400.00 for scholarships for first time conference attendees. The university baskets drew a lot of attention although not nearly as much excitement as last year. There were a few bidding wars that were fun to watch (and participate in).

For comparison to last year's figures we had 20 items valued at \$1,078.00 donated last year and raised \$1,604.00. In 2016, we had 10 more donations with twice the value and earned less than last year. In 2014 we had 22 items valued at just over \$1,500.00 donated and earned nearly \$900.00.

New this year:

This year we put the auction items out for viewing for the 3:20 break rather than waiting until 5 pm and the social. The hope was that folks would start bidding and be excited about the offerings and subsequently would come to the social to ensure getting their wanted items.

In actuality, the auction items were viewed by some, but they were on the other side of the poster sessions and folks may not have seen them during the break.

Impressions:

In 2015, there was a more captive audience in St. George so the Social hour did seem to have more attendees, and subsequently the silent auction had more action.

This year, the social didn't have a lot of people attending despite the fact that waiting another hour before heading south was a good idea traffic-wise. And, many of the folks attending the social did not bid.

We need to figure out some way to generate more excitement for the auction if we are to keep raising funds. Many of the donors and bid winners this year also participated last year. The universities and colleges have the funds to support a big basket each year, so we are fortunate in that respect. The small group of folks that bid on items are responsible for the success of the auction and need to not always be the ones carrying the load.

Ideas for next year:

Improve promotion of the auction at the conference itself. Make it part of the announcement at lunch and the intros of the keynote speakers and business meetings. Generate more interest in the social. It is at the end of the conference and people want to go home—what is a way to encourage them to stay? Food doesn't seem to do the trick.

Perhaps next year have a dinner/social and do the silent auction as part of that. Perhaps even do the awards as part of that to open the lunch slot for a speaker?

Thank you:

Rich and I want send a very heartfelt thank you to the bidders. (We don't want to name names but there were 20 winning bidders and all 30 items were taken home.) And many thanks to our wonderful donors (and wranglers) for this year's auction:

- Allyson Mower & Paul Mogren
- Anne Diekma
- Brigham Young University - Harold B Lee Library--coordinated by Roger Layton
- Carrie Rogers-Whitehead
- David Vandyke, Jennie Hansen, Jo Schneider & Mark Minson
- Dixie State University coordinated by Rich Pastenbaugh
- Intermountain Healthcare Central Region Libraries and the LiVeWell Campaign coordinated by Trudy Jorgensen-Price
- Liesl Seborg
- Local Authors: Jana S Brown & Mark Minson
- Local Authors: Lora Koehler & Dr.Vicky Burgess
- Local Authors: Nan Weber & CR Asay
- Marilyn Getz
- Pamela Park
- Salt Lake Community College coordinated by Jon Glenn
- Southern Utah University coordinated by Trudy Widup
- Stacy Vincent
- Susan Hamada & Bobbie Pyron
- Susan Jeppesen
- Trish Hull
- University of Utah coordinated by Catherine Soehner
- Utah State University & USU Libraries coordinated by Pamela Martin
- Wanda Huffaker
- Weber State University and Stewart Library coordinated by Jamie Weeks
- Westminster College - Giovale Library coordinated by Amy Kelly

Respectfully submitted:

Liesl Seborg, Silent Auction Chair