

Dear National Reading Conference Colleagues,

This note is to update you regarding our name change, approved by membership vote at last December's Business Meeting. Following a legal review of our Bylaws and the Policies and Procedures Handbook, an attorney has filed our name change in Illinois, the state of our incorporation. As a result, we are now officially the Literacy Research Association, and this is the last time I will be addressing you as "NRC" members, per se.

Thanks to recommendations from our attorney, TEI, our management firm, the Board of Directors, and the Ad Hoc Name Change Implementation Committee (Lee Gunderson, Laurie Henry, David Lund, Ellen McIntyre, Heidi Mesmer, Thomas Wolsey, Patricia Anders, Committee Chair and LRA/NRC Vice President, and Janice Almasi, Board Liaison), the Executive Committee and Board of Directors have a detailed "to do" list to enable our shift to this new name so that we will be fully converted by next year's 60<sup>th</sup> anniversary conference in Fort Worth, Texas.

During this transition year...

- The Board of Directors will review and vote on recommended transition changes to the Bylaws and the Policies and Procedures Handbook at the December 1, 2009, Board Meeting.
- Our printed materials, including this fall's newsletter, the printed conference program, the new volume year of the *Journal of Literacy Research*, the next *Yearbook*, and the website, will retain the same "look" but list our name as "Literacy Research Association, formerly National Reading Conference." Stationery will remain the same but signatures will include both names. I invite all of you to use the "LRA/NRC" signature when you are involved in LRA/NRC business.
- Our Executive Director, Christopher Roper, and I will make a list of those who need to be contacted about the name change, including sibling professional organizations and contractors. We will also investigate the cost of advertising the name change in suitable journals (RRQ, ER, LRI). I will write to announce our transition to these organizations prior to this December's conference, and David Reinking, next year's President, will write follow-up letters prior to our 2010 conference.
- An Ad Hoc Logo Committee will work with designers at our management firm, TEI, the Executive Committee, and the Board of Directors, to develop a new logo for review by the Executive Committee in late February 2010 and the Board of Directors in May 2010. Members with an artistic bent may submit drawings to me for consideration by the TEI design team and the committee by December 31, 2009.
- Following approval of the logo, TEI will develop a style guide for use of the new logo on our website and in our publications, membership cards, and stationery, to be released with the roll out of the December 2010 conference.
- The new name will be transmitted to the Internal Revenue Service with the June 2010 tax filing.

- We will unveil a “new look/name” website in Fall 2010. We have already purchased the domain name.
- A press release will be sent to major news organizations under our new logo prior to our December 2010 conference.

Thanks, everyone, for all of your contributions to this process—from ideas for possible names, to our multiple votes, and to the drafting of this action plan. I continue to be grateful for the opportunity to work with such energetic and committed colleagues.

Cordially,

Kathy

Kathleen Hinchman, President  
Literacy Research Association, formerly National Reading Conference