



The Great Beantown Adventure

Hear ye, hear ye, Lords and Ladies of the AALA.

In Boston, a treasure trove of learning, exhibition, and entertainment awaits you from May 3rd through 6th of 2010.

If you seek to join your fellows in this great adventure, you must set out on a Quest for hidden treasure. Each AALA activity in which you participate throughout the coming year will take you on a treasure hunt through Beantown until you reach the final destination and the Scholar's Prize. Each step on this trip will endow you with new knowledge so as to make the expedition as worthwhile as the destination.

**As Benjamin Franklin said
"An investment in knowledge
pays the best interest."**

Godspeed on your journey.





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Whenever you get involved in AALA throughout 2009, you will be taken on a treasure hunt through Beantown. For each activity you participate in, you will be rewarded with a Hint. A variety of options will be available each month to obtain Hints. The monthly Hints will lead to one of eleven Clues, and the Clues will lead you to a final destination in Boston. There will also be opportunities for bonus Hints & Clues. Each member will have their own personal webpage “Treasure Map” where you can opt to keep track of the Hints and Clues you receive. The AALA Member who finds the most Clues and the correct destination will receive a \$2,000 scholarship to the ALA Annual Conference in Boston from May 3 – 6, 2010.

How to get Hints:

- ☞ Attend the monthly Speaker Series Meeting
- ☞ Attend a section meeting (limit one hint per month)
- ☞ Renew your AALA membership
- ☞ Attend the evening socials
- ☞ Attend the ALA National or Regional Conference
- ☞ Participate in ServiceJuris
- ☞ Participate in the Community Challenge Weekend
- ☞ Serve on a committee
- ☞ Contribute to AALA Charities
- ☞ Bring Your Managing Partner to the Managing Partner Luncheon
- ☞ Participate in the CLM Study Group and attend 75% of all meetings
- ☞ Find the Hidden Object/Photo on the AALA Website
- ☞ Complete the Puzzle in the AALA Newsletter or Forum/Listserv

Receive Bonus Hints if you:

- ☞ Refer a new member
- ☞ Refer a new Business Partner
- ☞ Refer a new Business Partner to the BP Luncheon
- ☞ Submit an original article for the AALA Newsletter
- ☞ Chair a committee/section
- ☞ Volunteer on a committee
- ☞ Attend 75% of Committee meetings
- ☞ Pass the CLM Exam

You will receive an e-mail with a link to your own personal “Treasure Map”—you will need to add this link to your favorites so that you can go back and update it as you receive Hints and figure out the Clues. Hints and Clues should not be shared with other members.

If more than one member finds the final destination, the member who has collected the most Hints and Clues will win the Scholarship—so be sure to collect as many Hints as possible to improve your chances of winning!