

Chair's Report 2010

I am pleased to report that 2009-10 has been a good year for RaAM. The EC met in Birmingham in February, with officers in USA and Brazil joining us by skype, and on 30th June in advance of the conference. Our finances are in a healthy state, with income close to expenditure.

Conferences and other events: In July 2009, RaAM was pleased to endorse a metaphor workshop at the 2009 Corpus Linguistics conference at the University of Liverpool, UK. This provided a valuable opportunity to publicise the association by linking with a high quality academic event.

Planning for RaAM8 in Amsterdam has been efficiently co-ordinated by the Conference Secretary. Effective communication between the local organisers and the EC has meant we have been able to respond promptly to queries and support where necessary. RaAM congratulates the conference organisers on their innovations and thanks them for the care with which they have planned the event.

Public benefit: The healthy position of RaAM finances means we have been able to provide funding for bursaries for students to attend the 2010 conference and to support the first pre-conference courses.

Communications: Two newsletters reporting a rich range of RaAM members' activity and thinking have been circulated.

Responding to members' requests for web-based communication, we launched a RaAM blog to replace the web forum but with little take-up so far. The Facebook site, currently aimed at student members, may perhaps be more fruitful for the wider membership too.

Journal discounts: We are pleased to have been able to negotiate substantial discounts for members on leading metaphor journals, *Metaphor & Symbol* and *Metaphor and the Social World* (to be launched in 2011).

Moving forwards: This report marks a significant moment in RaAM history. Four years after the founding of the Association at the 2006 conference in Leeds, the first elected Executive Committee reaches the end of its term of office, with all posts up for election at the 2010 AGM. It is timely to reflect on what has been achieved in this four year period:

- RaAM has pursued its constitutional objectives
 - to advance the study of metaphor, with a commitment to the application of metaphor research to real world issues.
 - to encourage the development of rigorous research methods for the study of metaphor in real world contexts
 - to foster interdisciplinary collaboration in this area of study

through a range of activities and publications, the latest of which is the RaAM8 conference with its innovative pre-conference courses and conference 'real world' workshops.

- RaAM achieved legal status as a charitable trust in 2006, after a considerable amount of work, and is registered with the UK Charity Commission. It has a constitution, clear procedures for business, and accountability to the membership. The association has received important benefits from our registration with the Charity Commission, in particular support for good governance and quality assurance for the membership.

- Guidelines and procedures have been established for finance, membership, communications and events. They have been adjusted where experience has shown the need and are set out in the 'job descriptions' that the current EC has prepared for the new one.
- The EC has developed efficient ways of working, meeting at 6 monthly intervals and using video links for 1 or 2 members to participate in meetings at distance. Experience showed that face-to-face meetings are still important for the leadership work the EC offers the association.
- The basic pattern of annually alternating conferences and what are currently called specialist seminars has produced a series of intellectually exciting events. RaAM has also endorsed one or two workshops at other conferences which have been very fruitful.
- Procedures for bidding to hold specialist seminars and conferences have been established and refined through experience so that an efficient and effective system is now in place which allows sufficient time for forward planning.
- The website has been added to and developed as RaAM activities have themselves. As RaAM continues to develop, it will continue to extend what is offered online.

I hope you will agree with me that over the last four years, the association has succeeded in retaining its high intellectual quality of research without sacrificing the friendliness and sense of community that led to its formation in the first place.

I would like to thank all the people on the Executive Committee who have given their time and energy to the association to help make all this happen, and to wish the incoming EC well with the task of ensuring that RaAM continues to flourish as an association.

Lynne Cameron

July 2010