

So What's Customer Service Got to Do With It?



Tuesday, April 20, 2010
10:00 am – 3:00 pm
Baldwinsville, NY

Need to find a way to re-energize your staff and help them to be present when they're at work?

This library and library system workshop helps staff refocus their energies on giving their customers the best customer service experience possible. Melding tried and true customer service techniques with current information about libraries, competition and why libraries can't take their customers for granted, this 2-hour workshop will help your staff break through what could be a ho-hum workplace and create a dynamic setting where everyone works to their potential.

Who should attend?

- Library Directors
- Library Trustees
- Library System Directors
- Administrators
- Librarians
- Library Assistants
- Anyone working with the public

About the Presenter:

Libby Post, President of Communication Services, helped 28 out of 30 libraries in the Mid-Hudson Library System win their referendum campaigns in 2005-06 through her innovative Library Campaign Training Institute. MHLS hired Post for its "Get to Yes" project. A seasoned campaign consultant, Post also has over 20 years of experience in not for profit branding, marketing, public relations and fund raising. She is now taking her electoral campaign experience and putting it to work for libraries and library systems.

Program Underwritten By: **COMMUNICATION SERVICES**
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SINCE 1984

As a full service marketing, development and public relations firm with campaign expertise, Communication Services is dedicated to helping libraries win their votes. Communication Services has also developed a program to provide integrated referendum and capital campaigns for those libraries that need to win as well as raise philanthropic dollars to help support new buildings. Communication Services will bring its Campaign Planning Workshop—the first of the four Institute sessions—to any NYLA library member for half the standard rate. For more information visit: www.commservices.net

Program Schedule:

9:30 AM - 10:00 AM	Registration
10:00 AM - 12:00 PM	Program
12:00 PM - 1:00 PM	Lunch (on your own)
1:00 PM - 3:00 PM	Program



New York Library Association

6021 State Farm Rd.
Guilderland, NY 12084
800-252-6952

info@nyla.org / www.nyla.org

Participants will receive 0.40 CE Units.

Registration:

Preregistration is required. Space is limited. To register, return the attached form by mail, fax or e-mail. Registration is completed when your payment arrives at NYLA. You will be contacted by NYLA only if the workshop is filled. Registration deadline: 14 days before date of Institute.

Refund Policy:

Written requests for NYLA Institute refunds must be postmarked 14 days before the day of the Institute for which you are registered. A processing fee of \$15 will be deducted from the amount refunded. After the deadline, refunds will only be issued in the form of credits toward the NYLA conference or Institutes held before the end of the next calendar year. Credits are nontransferable. The complete NYLA refund policy is available on-line or from the NYLA office.

Lunch Options:

• There are a variety of restaurants within driving distance of the library. You are also welcome to bring your own brown bag lunch.

Location Information:

Baldwinsville Public Library
33 East Genesee Street
Baldwinsville, NY 13027

<http://www.bville.lib.ny.us/>

Driving Directions:

From Liverpool take Route 370 or Route 31 to Baldwinsville. The library will be in the village on your right one block past Burger King next to the A-Plus Mini Mart.

From Syracuse take Route 690 West to the Van Buren Road exit. (NB: After you pass the Thruway entrance 690 West becomes 690 North.)

From the Thurway take exit 39 (Route 690) to 690 North. Take the Van Buren Road exit.

From the Van Buren Road exit of Route 690 turn right on to Van Buren Road. You will pass the entrance to Village Green and an A-Plus Mini Mart on your right. Go the traffic light at the end of Van Buren Road; it is about 1 mile from the 690 exit. Turn left so that you are going north on Route 48. Take Route 48 into the village. You will go over two bridges. One block after the bridges turn right at the traffic light at the four corners (there will be an antique store on the right hand corner). You will then be going east on Genesee Street (Routes 370 and 31). The library is in the second block on the left.

NYLA Institute - Customer Service - 4/20 - Baldwinsville, NY

Name:	Organization:	
Attendee Address:		
City:	State:	Zipcode:
Phone:()	Fax: ()	Email:
Billing Address: <i>must be exactly as it appears on credit card statement</i>		
City:	State:	Zipcode:
Rates & Payment		
<input type="checkbox"/> NYLA Member	\$85.00	<input type="checkbox"/> Check (Payable to NYLA) <input type="checkbox"/> Purchase Order
<input type="checkbox"/> Non-Member	\$120.00	<input type="checkbox"/> Personal Credit Card <input type="checkbox"/> Organization Credit Card
<input type="checkbox"/> First Time Member	\$110.00 (\$25 dues + \$85 program fee)	<input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover
<input type="checkbox"/> Renewing Member - Contact NYLA Office		Card #:
		Expiration Date: / CVV Code:
		Name on card (print):
		Authorized Signature:
Total Due:		

Return form with payment to: New York Library Association, 6021 State Farm Rd., Guilderland, NY 12084
Fax: 518-427-1697 Questions? Call 800-252-6952 or e-mail info@nyla.org