

Positioning Your Library as an Essential Service



Friday, May 28, 2010
10:00 am – 3:00 pm
Middletown, NY

You may consider your library an essential service but does your community? This workshop helps you unlock the secrets of developing a compelling brand and marketing campaign for your library. Libraries today are competing against Barnes and Noble, megaplexes and the Internet—being your community's library just isn't a strong enough brand anymore. Through a values-based brand, you'll give your community the emotional hook it needs to see your library as essential—just like fire, police, education and health care.

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**
message • strategy • results
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 & Parking Information:

Ramapo Catskill Library System
619 Rte. 17M
Middletown, NY 10940
<http://www.rcls.org>

Driving Directions:

From Route 17, **Exit 119 – Pine Bush:**
From Route 17 EAST turn **RIGHT** onto Route 302
From Route 17 WEST turn **LEFT** onto Route 302
Go $\frac{3}{4}$ mile to the traffic light,
At the traffic light, turn **LEFT** onto Route 17M east
RCLS is located on the **LEFT**, apprx. one mile
From this intersection, just past John's Harvest Inn.

Directions on-line:

<http://www.rcls.org/RCLSdirs.html>

NYLA Institute - Lib. as an Essential Service - 5/28 - Middletown, 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