JOIN US FOR NYLA’S
PUBLIC LIBRARIES SECTION
SPRING CONFERENCE 2011

This year’s spring conference will be held at the beautiful Greenburgh Public Library (pictured at right). Don’t miss this opportunity to explore White Plains, “The Birthplace of the State of New York,” with its shopping, high-quality restaurants and other attractions.

Featured Speakers

DIANE MCCULLOCH, nationally known communications consultant and executive coach, will hold workshops on Personal Branding in the morning and Dynamic Meeting Skills in the afternoon. In the first workshop, McCulloch will help you understand the importance of personal branding, assess and define your desired brand, and learn more about your personal communication skills. With Dynamic Meeting Skills, you will learn the process and mechanics of holding a collaborative, problem-solving meeting, how to leverage active listening skills, and more.

Currently affiliated with Exec|Comm, McCulloch is a former CEO and managing director for marketing/communications firms in Asia and Europe. She combines successful real-world management experience with best practices for leading edge training/coaching in leadership development, communication skills, and workplace behavioral change.

JAMES KELLER, chief marketing officer of Queens Library, will hold workshops on Increasing Library Relevance Through Branding in the morning session and Using Performance Metrics for Success in the afternoon session. (Seating is limited.)

In a professional career spanning nearly 40 years, Keller has played a part in the development of some of the most well-known and successful brands in the world. He has worked with clients such as Duracell, Unilever, Gillette, Coca-Cola and other major companies.

The speakers’ sessions will be held concurrently.

Friday, April 15
9:30 a.m. to 3:30 p.m. (onsite registration will be at 8:30 a.m.)
Greenburgh Public Library
300 Tarrytown Road
Elmsford, NY 10523
914-721-8200

Please see reverse side for conference registration.
Registration Form

Please mail the following registration form, along with your check for $30, payable to the New York Library Association-Public Libraries Section, to: Evelyn Butrico, Director, East Greenbush Community Library, 10 Community Way, East Greenbush, NY, 12061.

If you prefer to pay by credit/debit card you can email this form to butrie@eastgreenbushlibrary.org.

Name: __________________________________________  Phone: ______________________________

Address:_________________________________________________________________________________

Email Address: _____________________________________________________________________________

Library: ___________________________________________________________________________________

PAYMENT

My check for $30 is enclosed. ☐

CREDIT CARD (please circle): (Visa/Master Card/Discover)

Credit Card Number ______________________________________________________

Expiration Date:______________  CVV Code on Reverse of Card: _________

Billing Address and Zip Code: ___________________________________________________________________________________

Printed Name as It Appears on Card: ______________________________________

Authorized Signature: ________________________________________________

FEATURED WORKSHOPS

I plan to attend Diane McCulloch’s workshop:  Yes □  No □  Yes □  No □

I plan to attend James Keller’s workshop:  Yes □  No □  Yes □  No □