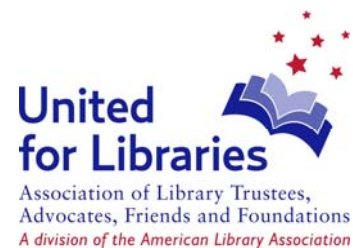


Nuts & Bolts for Friends and Trustees presented by United for Libraries

Friday, January 25, 2013, 9:00 am – 4:00 pm

Sheraton Seattle, Redwood



This all day training is FREE for those registered for the full conference or anyone with an exhibits only badge. Please visit http://www.ala.org/united/events_conferences/midwinter to register for a FREE exhibits only badge. Please RSVP to united@ala.org if you plan to attend this all day training.

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| 9:00 am | Coffee/Meet & Greet |
| 9:30 am | Welcome <ul style="list-style-type: none">• Susan Schmidt (Division Councilor, United for Libraries; Friends of the Library, Montgomery County, Md.) and Robin Hoklotubbe (United for Libraries Board Member; Special Projects Coordinator, Santa Clarita Public Library) |
| 9:45 - 10:30 am | Effective Communication <ul style="list-style-type: none">• Linda Ishem (Chair, Pierce County Library System Board of Trustees), Michael Gordon (Chair, Pierce County Library Foundation Board), and Neel Parikh (Executive Director, Pierce County Library System) |
| 10:30 am | Break |
| 10:45 - 11:30 am | Board Development <ul style="list-style-type: none">• Succession planning via good leadership: Gwendolyn Guster Welch (United for Libraries Board Member; President, Birmingham (Ala.) Public Library Board of Trustees)• Practical Board Recruitment for Trustees: Diane Sarantakos (United for Libraries Board Member; Director of Development, Metropolitan Library System, Oklahoma City, Okla.) and Cindy Friedemann (Trustee, Metropolitan Library System Oklahoma City, Okla.) |
| 11:30 -12:00 pm | Advocacy <ul style="list-style-type: none">• Creating a local grassroots advocacy program for the library's operational budget: Peter Pearson (United for Libraries Board Member, President, Friends of the St. Paul (Minn.) Library)• Best practices for state advocacy and how to talk to elected officials: Jeffery Smith (President, Foundation for Baltimore County Public Library) |
| 12:00 - 1:30 pm | Lunch on your own |
| 1:30 - 2:15 pm | Organizing Author Events at Your Library <ul style="list-style-type: none">• How to contact publishers for authors, tips, costs, and more: Erica Melnichok (Library Marketing Manager, Random House)• Hosting the event, tips for success, and more: Robin Hoklotubbe (United for Libraries Board Member; Special Projects Coordinator, Santa Clarita Public Library)• What Authors Want: (author, to be determined) |
| 2:20 – 2:45 pm | Roundtable 1 |
| 2:45 – 3:00 pm | Break |
| 3:00 – 3:25 pm | Roundtable 2 |
| 3:30 – 3:55 pm | Roundtable 3 |
| 3:55 pm | Wrap Up, Evaluations |

Roundtable discussions-attendees can choose three. Each roundtable will last 25 minutes.

- Board Development: (tentative)
- Fundraising: **Robin Hoklotubbe**
- Library Author Programs: **Erica Melnichok** NOTE: first roundtable only.
- Marketing: **Beth Nawalinski** (Director of Marketing & Communications, United for Libraries)
- Online Book Sales: **Carrie Jenod**, Once Sold Tales (tentative)
- Social Media for Libraries and Friends Groups: **Jillian Kalonick** (Marketing/PR Specialist, United for Libraries)
- Strategic Planning: **Sally Gardner Reed** (Director, United for Libraries)