



2011 LEADERSHIP CONFERENCE: ADVOCACY:

MARKETING YOUR SCHOOL LIBRARY PROGRAM

@ **SERESC**, Bedford, NH
Saturday, April 9

with



Nancy Dowd,

recipient

of the

2010 **John Cotton Dana**

Library Public Relations Award

sponsored by the H.W. Wilson Company



and

**A panel of
AASL
National
School
Library
Program of
the Year
Award
winners**



SCHEDULE

REGISTRATION/BREAKFAST	8:00 - 8:45
INTRODUCTIONS/OVERVIEW	8:50 - 9:00
SESSION I	9:00 - 12:00
LUNCH & PRESENTATIONS	12:00 - 1:30
SESSION II	1:30 - 2:30
SESSION III	2:30 - 3:00
WRAP-UP & EVALUATION	3:00 - 3:30



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Schedule and Agenda

8:00 – 8:45 Registration and breakfast

8:50 – 9:00 Introductions and Leadership Overview

9:00 – 12:00 Session I: *Advocacy: Marketing Your School Library Program*
Nancy Dowd will discuss how to develop a marketing plan for your own association, school, or program.

12:00-1:30 Lunch and an opportunity to view the John Cotton Dana portfolios from past recipients, listen to presentations by H. W. Wilson and Follett.

1:30 - 2:30 Session II: *Award-Winning Panel*
An "AASL National School Library Program of the Year" Award-winning panel will discuss their marketing strategies and successes.

2:30 - 3:15 Session III: *An Advocacy Tool: the new AASL Planning Guide for Empowering Learners*

3:15 – 3:30 Wrap-up and evaluation

ABOUT THE PRESENTERS:

Nancy Dowd

"Nancy Dowd is director of marketing for the New Jersey State Library, where she incorporates her career experiences as an editor, writer, presenter, and marketer to produce effective and replicable marketing strategies for libraries. Her marketing campaign featuring the Easy Readers calendar transformed the image of librarians and received international attention. Her work has received awards from the American Library Association, the New Jersey Library Association, Public Relations Society of America NJ, and *Information Today*. She is the author of two blogs, [The M Word](#) and [The Best of Library Videos](#)," author introduction from *Bite-Sized Marketing*. Follow Nancy on [Twitter](#).

Award-Winning Panel

An AASL National School Library Program of the Year [award-winning](#) panel consisting of Susan Ballard, [Londonderry](#) NH (SLMPY 2000), Kathy Lowe, [Boston](#) MA (SLMPY 2004), Janet Roche and Maureen Snyder, [Simsbury](#) CT (SLMPY 2008); and Michelle Luhtala and Christina Russo, [New Canaan](#) CT (SLMPY 2010).





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NESLA 2011 LEADERSHIP CONFERENCE REGISTRATION FORM

Register for	Date	Cost
<input type="checkbox"/> Pre-conference Dinner* @ the Cheng Yang Li Restaurant	Friday, April 8 6:30 p.m.	\$ 30.00
<input type="checkbox"/> Leadership (postmarked by 3/11)	Saturday, April 9	\$ 135.00 member \$ 60.00 retiree/student \$ 155.00 non-member**
<input type="checkbox"/> Leadership (registration received from 3/12- 4/9)	Saturday, April 9	\$ 175.00

ALA books for pre-order or on-site purchase:

***Bite-Sized Marketing* by Nancy Dowd**

Pre-ordered by March. 11th

Onsite price


Qty _____ @\$ 34.00 = \$ _____

Qty _____ @\$ 43.00 = \$ _____

AASL Planning Guide, an online assessment tool

special NESLA discount subscription

Qty _____ @\$ 30.00 = \$ _____

TOTAL  \$ _____

*Lodging and Pre-conference dinner: For participants interested in overnight accommodations, a conference rate of \$85 has been negotiated for 4/8 to 4/10 at the [Hampton Court Inn and Suites](#) for rooms reserved by March 11th. Free shuttle from hotel to SERESC. Just ask for the SERESC rate for the NESLA conference.

**Non-member registration includes a one year membership.

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

If using this form for multiple registrations, attach a list of any additional registrants and include names and contact info.

Method of Payment: _____ Check (payable to NESLA) _____ Purchase Order

MAIL TO: NESLA Conference; c/o Merlyn Miller, Registrar; Burr & Burton Academy;

P.O. Box 498; Manchester, VT 05254