



UPPER HUDSON LIBRARY SYSTEM

Together. For Better Libraries.

TO: Member Library Trustees and Directors
FROM: Philip Ritter, Executive Director
RE: UHLS Trustee Workshop

You are cordially invited to attend our **Fourth Annual Trustee Workshop** on Thursday, September 24, 2009. The format and topics we are offering are based on suggestions from the attendees at our Workshop last year.

We will be returning to the popular Albany Marriott Hotel on Wolf Road and are very pleased to have **Kathy Miller**, Executive Director of the Rochester Regional Library Council, **Jennifer Morris**, Director of the Pioneer Library System, and **Libby Post**, President of Communication Services, as our presenters. All three are very well-known and well-respected in the library world. They will present two concurrent programs from 5:30 PM until 7:30 PM. Dinner will be one of the Marriott's delicious Buffets and will be served at 7:30 PM with concluding remarks at 8:30 PM.

Your workshop selections are a choice of the following:

ADVOCACY 101

Would you like to learn how to advocate better for your library? **Kathy Miller** and **Jennifer Morris** will show you how to reach out to legislators and how to decide what information to present, how to present it, and who should present it. Learn how to craft an effective message that tells why your library is important to your community. You will also pick up some tips on how to work more effectively through the aides who provide key information to their legislators.

OR

THE BEST DEFENSE IS A GOOD OFFENSE: CRAFTING A SUCCESSFUL CAMPAIGN FOR LIBRARY SUPPORT

Libby Post will show you what it takes to run a winning budget or building referendum campaign. From developing your message and assembling your facts, to targeting your voters and getting them out to vote... this workshop will cover all of the bases so you can hit a home run on election day!

Please fill in the registration form on the back of this sheet and return to UHLS by **September 10th**. You will receive a confirmation letter with directions to the hotel and a reminder of your workshop selection.



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Trustee Workshop - Registration Form

WHEN: 5:30 PM - 9:30 PM, Thursday, September 24, 2009
WHERE: The Albany Marriott, 189 Wolf Road, Albany
COST: \$30 per person includes Buffet dinner

5:00 - 5:30 PM Registration and light snacks

5:30 - 7:30 PM There will be two concurrent sessions. **Please select one:**

“Advocacy 101”

Kathy Miller, Executive Director, Rochester Regional Library Council and
Jennifer Morris, Director, Pioneer Library System

“The Best Defense is a Good Offense: Crafting a Successful Campaign for Library Support”

Libby Post, President of Communication Services in Albany, NY

7:30 - 9:00 PM Buffet Dinner and closing remarks

Name: _____

Library Affiliation: _____ Phone# _____

Address: _____

Please enclose a check for \$30 made out to the **Upper Hudson Library System** and return with this form to:

Heidi A. Fuge, Administrative Manager
Upper Hudson Library System
28 Essex St./ Albany, NY 12206

You will receive a confirmation letter with directions to the hotel and a reminder of your workshop selection.

Deadline for registrations is September 10th