Money getting tight?

Save this date for the Business Reference in Public Libraries Forum at ALA Annual in San Francisco.

**Date/Time:** Saturday June 27, 1:00 pm - 2:30 pm

**Forum Theme:** Revenue Streams for Libraries: Naming rights, corporate sponsorships, crowdfunding, and other non-levy type revenue sources.

This panel will present their experiences and methods designed to help libraries attain a better financial position by tapping into the abundance of opportunities that exist for them today. Topics will include how to properly value various assets for sponsorship by advertisers, contractual considerations for naming rights, and how to utilize crowdfunding in support of specific projects.

**Location:** TBA

**Participants:**

Ed Rossman, Moderator
Chair, Business Reference in Public Libraries committee
Adult Services Librarian, Shaker Heights Public Library, Shaker Heights, OH

John Trischitti III
Director, Midland County Public Libraries
John's also the Texas Library Association 2014 Librarian of the Year, and his library won the 2014 ALA/IIDA Library Interior Design Award for libraries over 30,000 sq. ft..
His library has done quite a bit of special exhibit and collection sponsorships and naming rights.

Deborah A. Doyle
Development Manager, Friends of the San Francisco Public Library
President, California Library Association, 2013-14

Jan Busa
Management Analyst II, San Mateo Public Library
Jan helped set up and coordinates their Passport Assistance Services.

Amy Calhoun
Communications and Virtual Services Manager, Sacramento Public Library
Amy will be discussing establishing value and learning about patron profiles through Cengage Analytics.

See you there!