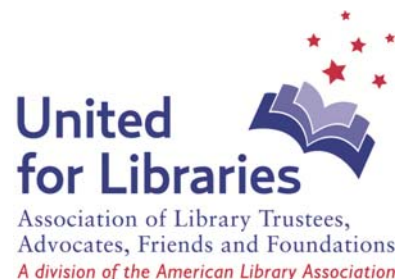


# 2015 Midwinter Nuts & Bolts

Friday, January 30, 2015

McCormick Place West, W185bc



- 8:30-9:00 a.m. Meet & Greet (with coffee/tea)
- 9:00-9:30 a.m. **Welcome:** Christine Hage, United for Libraries Division President, Director, Rochester Hills Public Library and Susan J. Schmidt, United for Libraries Division Councilor, Friends of the Montgomery County (MD) Library
- 9:30-10:15 a.m. **Donor Relationships: Stewardship & Communication:** Catherine Brown, Chief Operating Officer and Veronica Brown, Director of Individual Giving & Communications, Chicago Public Library Foundation
- 10:15-10:30 a.m. Q&A with Catherine Brown & Veronica Brown
- 10:30-10:45 a.m. Break
- 10:45-11:15 a.m. **Donor and Board Member Development:** Paula Beswick; Foundation Director, Bozeman Library Foundation
- 11:15-11:30 a.m. Q&A with Paula Beswick
- 11:30 a.m.-noon **Wherever You're Going, United Can Help You Get There:** United for Libraries Staff
- 12:00-1:30 p.m. Lunch on your own (list of area restaurants will be provided)
- 1:30-2:00 p.m. **How to Book an Author at Your Library:** Virginia Stanley, Director; Academic and Library Marketing, HarperCollins and Erica Melnichok, Library Marketing Manager; Penguin/Random House
- 2:00-2:15 p.m. Q&A with Virginia Stanley and Erica Melnichok
- 2:15-2:45 p.m. **Grassroots Advocacy -- Working with your State Elected Officials:** Kip Kolkmeier, Illinois Library Association Legislative Consultant
- 2:45 – 2:55 p.m. Break

**Two 25 minute Roundtable sessions – see reverse for list of roundtable topics**

- 2:55 – 3:20 p.m. First Roundtable
- 3:25 – 3:50 p.m. Second Roundtable

3:50 – 4:00 p.m. Evaluations, Door Prizes

## Roundtables

- **Fundraising:** Peter Pearson, President, The Friends of the Saint Paul Public Library
- **Marketing Your Library and Your Organization:** Paula Beswick; Foundation Director, Bozeman Library Foundation
- **Social Media:** Robin Hoklotubbe, Special Projects Coordinator, Santa Clarita (CA) Public Library
- **We're All in This Together: Let's Talk:** Susan J. Schmidt, United for Libraries Division Councilor, Friends of the Montgomery County (MD) Library
- **You and Your Library Director:** Don Roalkvam, Trustee, Indian Trails (IL) Public Library
- **Roles and Responsibilities of Board Trustees Before, During and After a Ballot Measure:** John Chrastka; EveryLibrary
- **Book Sales:** Deborah Doyle; Development Manager, Friends of the San Francisco (CA) Public Library