



**No Money?
No Problem!
Marketing Your
Library on a
Shoe String**

READS
Pam Gjetum
6 South St.
Exeter, NH 03833

Friday, October 23, 2009
9AM-3PM
Local Government Center
Concord, NH
www.nhlgc.org for directions



Registration Information

\$25.00 for a READS member
\$30.00 for a non-member
(fee includes box lunch)

Please make checks payable to READS.
Register by E-mail with Heather Armitage
hearmitage@cityofportsmouth.com (bring check with you to
the program) or send form to van stop *Portsmouth Public*
Library attn: Heather Armitage or by mail to:

Portsmouth Public Library
Attn: Heather Armitage
175 Parrott Avenue
Portsmouth, NH 03801

Deadline: Tuesday, October 13, 2009

Name: _____

Library: _____

Phone: _____

E-mail: _____

Please note any special lunch requirements here: _____

Schedule

9:00-9:30AM-Registration and coffee

9:30-10:30AM- “Social Networking” with Lichen Rancourt, Head
of Technology at Manchester City Library

10:30-10:45AM-Break

10:45-11:45AM- “Marketing Your Library”-Keynote Speaker
Shelly Angers, Communications Coordinator for the NH Depart-
ment of Cultural Resources

11:45-12:45PM Lunch Break

12:45-1:30PM Annual Business Meeting and READS Award of
Excellence

1:30-3:00 PM “Examples of Successful Library Marketing Pro-
grams Panel”-Debbie Christie, Director, Goodwin Library, Farm-
ington, Dianne Hathaway, Director, Goffstown Public Library,
Tamara Niedzolkowski, Director, Rollinsford Town Library and
Lichen Rancourt.