

South Jersey Regional Library Cooperative presents

## 2009 Spring Membership Program and Meeting

# FROM <sup>REAL</sup> AWARENESS TO <sup>REAL</sup> FUNDING

Your library's guide to surviving and thriving in the 21<sup>st</sup> century.



Thursday, June 4<sup>th</sup>  
12:00 - 4:00 (lunch 12-1)  
Pine Hill Golf Club  
500 West Branch Ave, Pine Hill, NJ  
Directions: [www.sjrlc.org/directions/pinehill](http://www.sjrlc.org/directions/pinehill)

**ABOUT OUR SPEAKER: ANITA S. DUCKOR**, President of the management consulting firm Duckor & Associates, Anita was President of the Minneapolis Public Library Board of Trustees as well as a member from 2001 to 2007. She also recently served as interim Executive Director of the Friends of MPL. During her years as Chair of the corporate capital committee, the capital campaign exceeded its \$15 million goal to build a new central library in downtown Minneapolis. Additionally, Anita has more than thirty years of corporate and business experience in strategy formation and organizational planning.

**COMMUNITY BASED ADVOCACY** Minneapolis Public Library's merger with Hennepin County Library last January was precipitated by a financial crisis that crippled MPL and was years in the making. Anita shares what was missing in their advocacy efforts and how *WE* can profit from the lessons learned.

Building off of insights from OCLC's recent report, "From Awareness to Funding", Anita will help your library to bridge the gap between strategic planning and funding. As a result of this presentation you will:

- Use stakeholder relations to market, promote and sell your library.
- Solicit and engage proactive and highly effective library champions who represent cross-sectional segments of your community.
- Build on ongoing community support to survive in the 21<sup>st</sup> century.

**JOIN US for a free lunch...and invite your Board and Friends for a topnotch development program!** Attendance contributes to State CE Requirements for public library trustees & staff and CEU's for school librarians.

**LEARN ABOUT SJRLC's New Annual Plan...** Hear what's happening with others around the region and state.

### AGENDA

Noon – 1:00 Lunch  
1:00 – 4:00 Presentations, Program and Meeting

Registration Link: [www.sjrlc.org/meeting](http://www.sjrlc.org/meeting)