

# Registration Form

*(Please fill out a separate form for each attendee.)*

Deadline for registration by mail is April 19 (late registration may be available upon request: [lta@librarytrustees.org](mailto:lta@librarytrustees.org)) — or register online at [www.librarytrustees.org](http://www.librarytrustees.org) by April 28

Director or Trustee name

Library name

Home Address (or library if employee)

City State Zip

Phone ( )

Email

## Friday Events

*(Please note which events you plan to attend)*

- Appetizers, Authors & Discoveries Fair
- Welcome Dinner, Author Panel & Awards

Friday registration for LTA members:.....\$ 30

Friday registration for attendees whose libraries are not yet members of LTA:.....\$ 50

## Saturday Events

*(Please note which events you plan to attend.)*

- Executive Continental Breakfast
- Velma K. Moore Award Luncheon

Saturday registration for LTA members.....\$ 65

Saturday registration for attendees whose libraries are not yet members of LTA:.....\$ 95

Total amount enclosed.....\$ \_\_\_\_\_

**Please mail the completed form and payment to:**

LTA Institute • PO Box 11048 • Albany NY 12211

**Questions?** Call 518-445-9505 or email Tim Gavin, Executive Director at [tgavin@librarytrustees.org](mailto:tgavin@librarytrustees.org)

More details at: [www.librarytrustees.org](http://www.librarytrustees.org)

**LTA** | LIBRARY TRUSTEES  
 OF NEW YORK STATE | ASSOCIATION

P.O. Box 11048  
 Albany, NY 12211

Join us for our Annual Conference  
 May 6th & 7th, 2016  
 City Hall at Plattsburgh, NY

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# 2016 Trustee Institute

## May 6th & 7th

Presented by the

**LTA** | LIBRARY TRUSTEES  
 OF NEW YORK STATE | ASSOCIATION

*Every Library is a Small Library:  
 Practices in Planning, Growth, Funding*

Also hosted by:

Clinton-Essex-Franklin, North Country,  
 and Southern Adirondack Systems and  
 the Northern New York Library Network

## City Hall

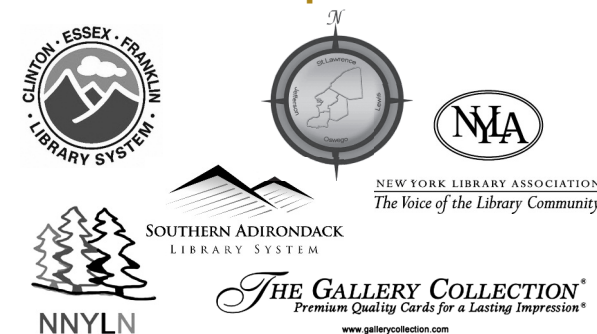
41 City Hall Place, Plattsburgh, NY 12901



### Platinum Sponsors



### Silver Sponsors



Please join us for the 20th Annual Institute presented by the Library Trustees Association of New York. We will explore challenging questions for Trustees, Directors and staff, as we look to the future of libraries. Sessions for all levels of experience will provide opportunities to gain valuable information on your roles and responsibilities.

Large, small, rural, suburban or urban, libraries all have the same mission...to provide our communities with services they need, want, and expect. Sometimes it's a tall order!

Join LTA as we explore activities that will help us with our planning, funding and growth to meet the expectations of our communities. As you become a more informed trustee, your horizons expand and your library benefits.

## Hotel Accommodations

Attendees are asked to make reservations directly with the hotel.

Suggested room accommodations are available at the **Holiday Inn, Plattsburgh.**

- The hotel's address is:  
412 Route 3, Plattsburgh, NY 12901
- Call (518) 561-5000 or view the link on LTA's website for reservations.
- Reserve by April 15th for the special room rate of \$73.99 (taxes additional). Block rate code is LTA (or Library Trustees).

## Not Yet a Member of LTA?

A library's membership in LTA qualifies all trustees and the library director for membership (and Friends Boards and staff for all membership discounts and services). The membership cost is based on the library's budget. Visit our website to get an application [www.librarytrustees.org](http://www.librarytrustees.org) or to learn more.

**LTA Regional Baskets Raffle and 50/50 for PAC for Better Libraries will be held**

# Institute Schedule

## FRIDAY, MAY 6

3:00 – 5:00 pm  
General Registration and Raffles

5:00 – 7:00 pm  
Appetizers, Authors & Discoveries Fair  
Engage with three New York State authors, exhibits and vendors. Cocktails (cash bar), raffles, hors d'oeuvres.

**Author Panel**  
Mark Barie, Richard Frost & Cynthia Neale  
For author bios and to view/purchase books prior to May 6, visit LTA's website: [www.librarytrustees.org](http://www.librarytrustees.org).

7:00 – 9:00 pm  
Welcome Dinner, Author Panel & Awards  
Opening Remarks by LTA President, **Tish Fontanella** and Host System Directors. Closing remarks by **Bernard Margolis**, Assistant Commissioner for Libraries and NY State Librarian.

## SATURDAY, MAY 7

8:00 – 9:00 am  
Continuing Registration and Executive Breakfast

9:00 – 10:15 am  
Imagine. Engage. Succeed. (Part I)  
(Choice of Breakout Session)

**Option One:**

**The Inside and Outside of Evaluations**

How they impact planning, growth and funding; and how to tie director and board evaluations with your library's vision and long range planning in order to produce meaningful results.

**Presenter: Dr. Terry Kirchner**, Executive Director, Westchester Library System

**Author Panel**



Mark Barie



Richard Frost



Cynthia Neale

**Option Two:**

**Positioning Your Library as an Essential Service**

You may consider your library an essential service but does your community? This workshop helps you unlock the secrets of developing a compelling brand and marketing campaign for your library.

**Presenter: Libby Post**, President of Communication Services

**Option Three:**

**Innovation and Funding**

Innovative programming and funding ideas and keys to success. A panel discussion by three North Country and Clinton-Essex-Franklin directors and librarians.

**Presenters: Canton Free Library – Krista Briggs**, Teen Services Specialist; **Keene Valley Library – Karen Glass**, Director; **Lowville Free Library – Dawn Myers**, Director

10:15 – 10:45 am

**Time to Connect**

Coffee Break and time for networking.

10:45 – 12:00 pm

**Imagine. Engage. Succeed. (Part II)**

(Choice of Breakout Session)

*A repeat of earlier breakout sessions — a chance to connect with one of the other presenters.*

12:15 – 1:30 pm

**Velma K. Moore Award Luncheon**

1:30 – 3:30 pm

**General Session & Keynote Address**

**Part I: The Role of Trustees in the Future of Sustainable Libraries: Strengthening New York's Libraries through Awareness, Advocacy and Accountability**

**Keynote Speaker: Rebekkah Smith Aldrich** – Co-Author of the 2015 Trustee Handbook & Coordinator for Library Sustainability, Mid-Hudson Library System

**Part II: Helping All Trustees Succeed (HATS): A Shared Framework for Trustee Education in New York State — (a tie-in to the keynote address):**

**Presented by: Lisa Erickson**, Communications, Advocacy & Outreach Consultant (Nioga) and **Grace Riario**, Asst. Director & Outreach Coordinator (Ramapo Catskill)



## Trustee Orientation

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Save the Date!

This program will provide you with the basic information every library trustee should be acquainted with to be an effective board member. As the items covered in this session are limited, it is essential that you familiarize yourself with the *2015 Trustee Handbook*, which will be distributed to each attendee at the program.

**PRESENTER:** Grace Riario, Assistant Director at RCLS

**DATES:** Buffet Dinner will be served @ 5:30 p.m.

Session starts promptly @ 6:00 p.m. and end @ 8:00 p.m.

March 23 @ RCLS (Middletown) – Orange County

April 20 @ Ethelbert B Crawford Public Library (Monticello) –  
Ulster/Sullivan Counties

May 25 @ Valley Cottage Library – Rockland County

Ramapo Catskill Library System

619 Route 17M • Middletown, NY 10940 • 845.243.3747

Choose a date and register using the RCLS online calendar at [www.rcls.org](http://www.rcls.org)



## Trustee Leadership Session

Save the Date!

During this session, the presenter will engage attendees in a discussion of both the responsibilities and opportunities for you as Trustees to seek sources of funding to enhance your library's quality of services. Also to be identified will be the compelling reasons for the community to support your library, including what teamwork and relationship-building is needed. Lastly, we will envision who will be using our libraries by 2025 and what will they be doing there.

**PRESENTER:** Robert Miss, MAC, CPFR, Strategic Management Exchange, is an experienced professional in the field of philanthropy and nonprofit business.

**DATES:** Buffet Dinner will be served @ 5:30 p.m.  
Session will start promptly @ 6:00 p.m. and end @ 8:30 p.m.  
April 13 @ RCLS (Middletown)  
June 8 @ Valley Cottage Library

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