

**Kentucky Library Association Board Meeting  
June 13, 2009 in Louisville, Kentucky**

**Library Administration and Management Round Table (LAMA)**

The round table has finalized plans for its business meeting and program for the 2009 KLA Fall Conference. Details are as follows:

Date of Program: Thursday, October 1, 2:10-4:00pm

Title of program: Maximizing Media to Get Your Message Out: Library Marketing Beyond Ideas

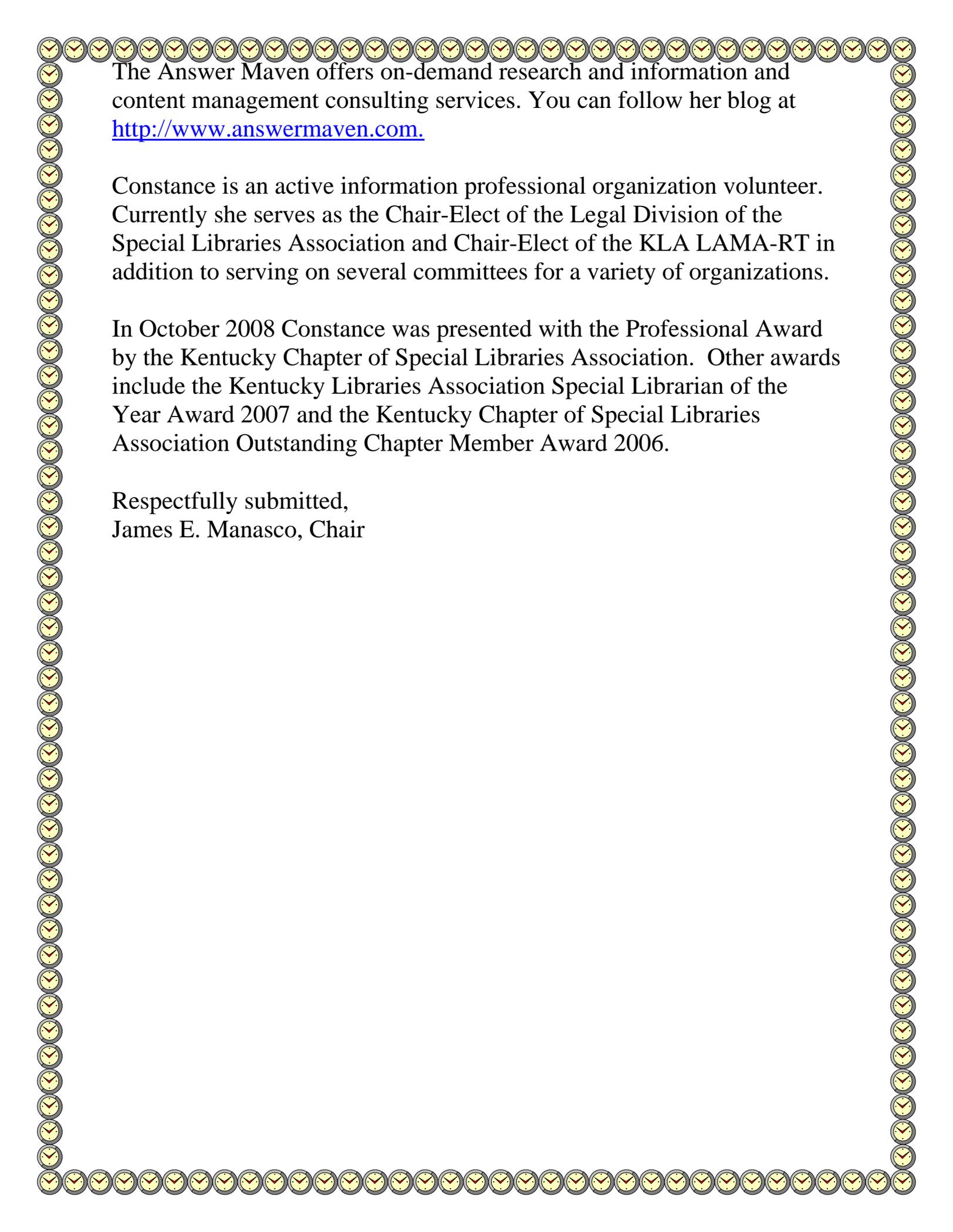
Name of Speaker: Constance Ard

Description:

Libraries compete for customers and funding. Given the nature of that competition, librarians often find themselves educating the public about the value-added benefits of librarians and library services. In the business world this is known as public relations and marketing. Combining traditional tools with web 2.0 applications allows a broader reach for library marketing efforts. Effort must translate to success. Learn theory, methods, and evaluative measures to apply best practices in your own marketing programs using traditional and social media applications. This session will be followed by a brief business meeting for the Library Administration and Management Round Table.

Featured speaker's bio:

Constance Ard is a professional librarian with 14 years experience and expert research skills. After 12 years as a legal librarian for an Am Law 500 firm, Constance launched an Independent Information Professional business.



The Answer Maven offers on-demand research and information and content management consulting services. You can follow her blog at <http://www.answermaven.com>.

Constance is an active information professional organization volunteer. Currently she serves as the Chair-Elect of the Legal Division of the Special Libraries Association and Chair-Elect of the KLA LAMA-RT in addition to serving on several committees for a variety of organizations.

In October 2008 Constance was presented with the Professional Award by the Kentucky Chapter of Special Libraries Association. Other awards include the Kentucky Libraries Association Special Librarian of the Year Award 2007 and the Kentucky Chapter of Special Libraries Association Outstanding Chapter Member Award 2006.

Respectfully submitted,  
James E. Manasco, Chair