



Special Libraries Association Michigan Chapter



February Meeting

Wed., February 21, 2001

**Best Western Exec. Hotel
& Suites, Farmington Hills**

Topic

Marketing Plans: One Size Does Not Fit All

What is marketing? How can you differentiate your library in the marketplace? What steps are involved in creating a successful marketing plan? Come and hear the answers to these and other questions. Regardless, if you have a marketing plan now or planning one, this presentation will help you!

Speakers

Mark A. Harris, Director of Marketing
Genesys Health System

Location

Best Western
31525 W. Twelve Mile Rd.
Farmington Hills, MI 48334

Time Menu

5:30 p.m. Networking; 6:00 p.m. Dinner; 7:00 p.m. Meeting & program

Buffet dinner: Salads (antipasto, Fire & Ice, garden salad); Entrees (herb-crusted chicken, London Broil); Sides (red skin potatoes, rice pilaf, bean & carrot blend); Dessert (assorted mini pastries)

Registration Form

Please respond with your registration to: Susan Pritts, 3030 Lexington Drive, Ann Arbor MI 48105, 734-741-1312 or spritts@pritts.com
Make checks payable to Michigan Chapter, SLA

Name: _____

Affiliation: _____

Address: _____

Phone: _____ E-mail: _____

Cost

___ \$25.00 members ___ \$20.00 students ___ \$30.00 guests (non-members)

Deadline

Registrations must be received by **Wednesday, February 14, 2001**
No cancellations after February 15, 2001

Michigan Chapter, SLA
3030 Lexington Drive
Ann Arbor MI 48105