

Marketing Potpourri

SLA MEETING
Feb 15, 2006 3pm

Marketing: It's as Easy as ABC- Cynthia Shamel, presenter

Cynthia will discuss what marketing is, what it isn't, and how to begin thinking about your market strategy.

Cynthia L. Shamel, Shamel Information Services, has successfully marketed her own business and services, while speaking and writing on the topic of marketing library and information services.

Branding- Nancy Stimson, presenter

While planning for the move and subsequent return to the new library, the staff began to think about how to maintain library users' interest and to promote the value of the library, physical and virtual, old and new. The building project provided the library with the opportunity to establish a "brand."

Nancy Stimson is the Outreach Services Librarian at the UCSD Biomedical Library.

Revitalizing the Hospital Library through Marketing- Linda Counts, presenter

Library utilization and visibility was increased through a wide variety of monthly activities. The result was a doubling of ILL requests, 50% increase in search requests, and a doubling of physician patron base.

Linda Counts, Sharp Grossmont Hospital librarian

Location: National University Library 9393 Lightwave Avenue, San Diego Cal

From 805: Take 52 East. Take Kearny Villa /15 South exit. Turn right onto Ruffin Road. Travel approx. 1.5 miles to Lightwave. The library parking lot is on the south side/left of Lightwave.

From 15: Go West on Clairemont Mesa Blvd to Ruffin Rd. (2nd light). Turn Left 1 block to Lightwave. The library parking lot is on the south side/left of Lightwave.

From 163: Go East on Clairemont Mesa Blvd to Ruffin Rd (4th light). Turn Left 1 block to Lightwave. The library parking lot is on the south side/left of Lightwave.

Registration: \$8.00 members/ \$10.00 non members

Please register with **Elizabeth Grossman**, SLA Hospital Chair, 5775 Morehouse Dr. San Diego CA 92121 858 651-4341 egrossma@qualcomm.com For more information call Linda Counts 619 740-4152

Name: _____

Affiliation _____

Phone: _____ Check Enclosed: Yes _____ Will pay at the door _____