

San diego
Special libraries association
November 4, 2005 meeting
3:00 pm

START UPS

You've just been hired to establish a new information resource center; you are both excited and terrified at the same time. Where do you start? How do you determine your goals, marketing strategy, and services? Hear how two local librarians successfully tackled these challenges.

SPEAKERS:

Carla Hernandez- Carla is currently working at the Genomics Institute of the Novartis Research Foundation (GNF). She has been instrumental in establishing the libraries at GNF as well as at Elan Pharmaceuticals. She will relate her challenges and experiences in creating information services for small biotech/pharmaceutical companies.

Beth Autin – Beth is the manager of library services for Gen-Probe Inc., a company that specializes in molecular diagnostics. She was hired in April 2005. In addition to planning a new physical library, she is providing online resources, research and reference assistance. Beth states that in her free time she ponders library marketing, branding, logos and taglines.

The meeting will be hosted by the Art Institute of California library; established in 2003. Attendees will have the opportunity to tour this new library.

Location: Art Institute of California
7550 Mission Valley Rd
San Diego, Ca 92018

From Hwy 163 North or South

Take Friars Road and go East
Take Mission Center Road off-ramp
Turn Left onto Mission Center Road
Turn Left onto Mission Valley Road
Turn Right into Institute parking lot

From Interstate 8 East or West

Take Mission Center Road exit, go North
Turn Left onto Mission Valley Road
Turn Right into Institute parking lot

Registration: \$5.00

Please send information to Elizabeth Grossman, SLA Hospitality Chair, 6406 Burgundy Street, San Diego, CA 92120 or email itsemg@yahoo.com. For more information call Linda Counts, 619 740-4152

Name/s: _____

Affiliation _____

Number Attending _____ Phone: _____

Check Enclosed: Yes _____ No, I will pay at the door _____
