

## **SLA Toronto Chapter New Information Professionals Program: Alternative Careers Event**

Thinking about taking your career in an alternative direction?  
Wondering what opportunities other than the traditional are out there?

If so, come to the following New Information Professionals' event on Wednesday, March 21st for an interactive discussion with Kim Silk on following the alternative route for your career path.

Kim is the owner of BrightSail Marketing, a Toronto-based firm that provides marketing and product management services to small- and medium-sized organizations. Kim has worked in the Internet industry since 1993 and has a passion for helping her clients bring their online information products from concept to market. BrightSail's sweetspot is working with organizations to develop online services designed for teachers, students and libraries. She is a graduate of the Faculty of Information Studies at the University of Toronto, and holds a B.A. from the University of Waterloo.

**Date & Time:** Wednesday, March 21st, 6:30 pm (registration), 7:00-8:30 pm (event)

**Location:** Duke of Westminster Pub, 77 Adelaide St., 416-368-2761 (below BMO tower)

**Cost:** SLA Members: \$20.00; Non-members: \$25.00;  
Students/Retirees/Unemployed: \$15.00

A variety of pub-style hors d'oeuvres will be served.

Registration and Payment: Please see the SLA TO website