



# Gold Coast Library Network (GCLN) Professional Development Day

## Bring 'em in! Successful Marketing and Outreach for Libraries

Santa Maria Public Library | Nov. 1, 2013 | 9AM-2:30PM

### PROGRAM OF EVENTS:

- 9:00 AM Registration and Morning Refreshments
- 9:30 AM Welcome and Announcements
- 10:00 AM Presentations by Elizabeth Bowman (Outreach Librarian, Santa Barbara City College Luria Library) and Scott Love (Library Services Manager, Santa Barbara Central Library)
- 11:45 AM Luncheon
- 1:00 PM Collaborative Session
- 2:00 PM Tour the Santa Maria Public Library



On November 1st, join your regional library colleagues at the Santa Maria Public Library for the annual Gold Coast Library Network Professional Development Day, as we focus our attention on successful marketing and outreach strategies for libraries. We will have presentations by two colleagues, as well as a facilitated discussion. Bring your own experiences and questions, engage with our speakers, and take away new ideas to help serve your communities! The event will end with a tour of the Santa Maria Public Library.

*Directions and map on second page*

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**Register online at [www.goldcoastlibraries.org](http://www.goldcoastlibraries.org)**

\$25 registration fee for librarians & others, and \$10 for students (fee includes lunch)

Pay by check the day of the event, or mail this section with your check (payable to Black Gold) to:  
Ellen Carey, Santa Barbara City College Luria Library, 721 Cliff Drive, Santa Barbara, CA 93109.

Name \_\_\_\_\_ Institution \_\_\_\_\_  
Address \_\_\_\_\_ Email \_\_\_\_\_

- Food preference:
- Club House Sandwich (ham, turkey, bacon, lettuce, tomato)
  - Veggie Sandwich (lettuce, tomato, cucumber, avocado, cheese)
  - Turkey and Ham Sandwich (turkey, ham, cheese on a croissant)

Registering as:  Librarian  Student

**Reminder:** Please add/update membership contact information for the GCLN Directory at [www.goldcoastlibraries.org](http://www.goldcoastlibraries.org).

**Registration deadline: Tuesday, October 29<sup>th</sup>**

**Santa Maria Public Library  
Shepard Hall (just off lobby)**  
421 S. McClelland Street  
Santa Maria, California  
93454



### COMING FROM THE NORTH

- Take US-101 South
- Take the Main St exit
- Turn right onto E Main St
- Turn left onto S Broadway
- Turn left onto E Cook St
- Take the first right onto S McClelland St
- The Library will be on the right

### COMING FROM THE SOUTH

- Take US-101 North
- Take the exit toward Stowell Rd
- Turn right onto E Stowell Rd
- Turn right onto S Miller St
- Turn left onto Oak St
- Turn right onto S McClelland St
- The Library will be on the left



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