

2025 May 1 (Doubletree Downtown Hotel, Manchester)**THEME: TRUSTEES UNLEASHED: THE MUST-HAVE INFO!**

KEYNOTE: (Kelly Jensen) “The Courage to Put on the Cape: How Library Trustees Can Harness Their Power for Good”

BOOK CENSORSHIP ... BEYOND WHAT YOU MIGHT BE FAMILIAR WITH (Kelly Jensen)

Since 2020, book censorship has been on an astronomical rise nationwide. While the freedom to read has been enshrined by law in some states, in other states—including New Hampshire—that freedom isn’t necessarily guaranteed. This session will give an overview of how book censorship goes beyond what you might be familiar with, as well as where and how libraries, library workers, and library advocates have stepped up to protect and support one of the most popular and beloved public goods in America.

DISASTER PLANNING: PREPARING YOUR LIBRARY FOR THE UNEXPECTED! (Mark Glisson, Heather Rainier)

Disasters can strike at any time, leaving your library vulnerable to damage, disruption, and chaos. In this presentation, the Hooksett Library directors share firsthand experiences from a recent flooding event, and the lessons learned. Discover practical strategies to safeguard your disaster preparedness, streamline your response, and ensure a speedy recovery. Whether you’re dealing with natural disasters, building emergencies, or unexpected challenges, this session will empower you with the tools to safeguard your library and its valuable resources. At the end of their presentation, the speakers invite participation from participants who can share their own first-hand experiences with disaster.

EFFECTIVE EMPLOYEE HANDBOOKS: BEST POLICIES AND PRACTICES (Hannah Devoe)

Employee handbooks are a valuable tool for both employers and employees; they communicate expectations, promote fairness in employee management and reduce employer risk. This presentation will provide an easy-to-follow roadmap to help you review your current handbook and develop one that is clear, concise and meets the needs of both employees and the library. We will discuss the topics every handbook should include; formatting and drafting tips; and how best to separate employee policies from the procedures the board or director needs to implement the handbook. The presentation will include hot topics such as drug-testing policies, social media and dress codes.

LEGISLATIVE TRACKING & POLICY ADVOCACY (Brodie Deshaies)

This presentation will cover keeping track of state legislation and how to advocate for or against it. The best advocacy strategies at different points during the process will also be highlighted.

REDUCING OPERATING COSTS THROUGH ENERGY SAVINGS WITH NHSAVES GRANTS

(Jessi Dustin, Nancy Ladd)

The presenter will explain the ways in which the NHSaves program can help reduce energy usage in your library, and outline how to apply for a free assessment, adapt the project plan to meet local funding ability, and matching funds. Only projects with a short payback period will be approved, so local funding will always pay for itself in a few years through savings.

BOOK AND CURRICULUM CHALLENGES IN 2025 (Chris Erchull, Henry Klementowicz)

This session will discuss the ‘state of play’ in NH with respect to book challenges, focusing broadly on issues related to book censorship with a special emphasis on LGBTQ+ related materials, as well as the need for solid policies to protect libraries when a challenge is submitted. The session will also include discussion of written advocacy that GLAD Law and the ACLU-NH have engaged in concerning book bans in recent years.

HOW TO MAINTAIN THE BUILDING HVAC SYSTEM THROUGH PREVENTATIVE MAINTENANCE AND CAPITAL PLANNING (Brittany Durgin, Tom Betteridge)

This will be a presentation on building maintenance and how to apply a sustainability lens when planning. Topics include: How to maintain the library building’s heating, cooling, and ventilation (HVAC) system through preventative maintenance and capital planning; how to identify areas where energy can be saved through building enhancements and HVAC system modifications; how to plan for future improvements; and book and occupant health and wellness, protecting the building assets and its patrons.

LEGISLATIVE TRACKING & POLICY ADVOCACY (Brodie Deshaies) *REPEAT*

POLICIES AND PROCEDURES THAT SUPPORT AND PROMOTE SAFETY IN THE LIBRARY

(Mindy Atwood, Sheryl Bass)

Though it may be hard to believe, over the past 12-18 months, a number of New Hampshire libraries have reported instances of physical and/or verbal assault in the library and some of these instances have been perpetrated against library staff. These incidents are not limited to our larger, more urban libraries. One episode took place in a town with a population of about 2,000 residents. This workshop will review key legal terms and offer edits, changes or additions for trustee boards to consider as they engage in their periodic review of library policies.

THE FACTS ABOUT ACCESSIBILITY: WHAT YOU NEED TO KNOW (Ron Lamarre, Megan Brown)

The Americans with Disabilities Act (ADA) initially published in 1992, has become a federal requirement for all public buildings, including public libraries. Accessibility is more than a ramp or an elevator. Accessibility enables ALL your patrons to feel a sense of safety, a sense of belonging, and the freedom to enjoy your library on their terms. This presentation will review the facts about the ADA and NH accessible code requirements, and how simple strategies can transform your library into your desired, accessible environment.

AI IN LIBRARIES: POLICY CONSIDERATIONS FOR TRUSTEES (Bobbi Lee Slossar)

Artificial Intelligence (AI) is reshaping how we work and make decisions. For public libraries, AI can save time, enhance services, and uncover trends. However, these benefits come with important policy and ethical considerations. This session will explore the positive and negative impacts of AI. Live demonstrations will show how AI can assist with tasks like generating publicity materials, streamlining analysis, and boosting productivity. We will also discuss AI policies for responsible use, privacy protection, and keeping decision-making human-centered. Attendees will gain a clearer understanding of AI's capabilities, risks, and practical policy insights for thoughtful integration into library operations. Attendees are encouraged to ask questions and share perspectives at the end of the session.

GETTING GROUNDED: CONFLICT MANAGEMENT STYLES (Melinda Gehris, Greg Eaton)

Conflicts come in all sizes and shapes and we all deal with conflicts in different ways. Knowing your default conflict management style, as well as how other trustees deal with conflict, is a critical foundational element to managing conflict effectively on your board. With this awareness comes choice and the opportunity to respond, rather than simply react, when faced with conflict. Greater awareness leads to better working relationships and board efficiency. This workshop explores different styles of conflict management and how they impact boards, which conflict styles are most difficult for individuals to address and manage, and the implications of conflict management styles for trustees. The format includes several interactive learning activities.

LIBRARY TRUSTEES LAW, RESPONSIBILITIES AND DONOR GIFTS (Amy Nichols, Mary Ann Dempsey, Jared Davis)

This is an overview of the Attorney General's Office of Charitable Trusts Unit oversight related to public Libraries and Friends of the Libraries (non-profit organizations) and the laws pertaining to public libraries and the trustees' responsibilities, regulations and roles. Topics include donor restricted gifts (funds) and the proper tracking, management and modification of those funds; how funds in the custody of the library trustees differ from the funds held by the town and the trustees of the trust funds; how funds are reported; and how library trustees should properly manage any funds they have. There will be an interactive portion in the presentation where the trustees can participate in typical scenarios related to donor restricted gifts, as well as time for FAQs.

MEETINGS AND NONPUBLIC SESSIONS UNDER THE RIGHT-TO-KNOW LAW (Cordell Johnston)

This session will discuss the legal requirements for library trustee meetings under the Right-to-Know Law, with a particular focus on nonpublic sessions. The law on nonpublic sessions is frequently misunderstood and abused; this session will help trustees to comply with the law and avoid common errors.

SUCCESSFUL SUCCESSION PLANNING FOR LIBRARIES (Lara Berry)

Library management and staff are staying in positions for shorter terms and taking longer to replace, leading to stress in library workplaces that often becomes a vicious cycle causing further attrition. This session adapts Ray Gordon's 2023 NHMA article "Ten Steps to Succession Planning" for libraries, giving tools and strategies to prepare for change before it happens to maximize organizational integrity, improve morale and sustain service during and after significant transitions.

2024 June 5 (Grappone Conference Center, Concord)

THEME: TRUSTEE ESSENTIALS: TODAY'S ISSUES, TOMORROW'S CHALLENGES

KEYNOTE: (Nick Tanzi) “**New Landscapes: How Libraries Will Find Their Way in The Age of AI**”

RSAs AND HOT LEGAL TOPICS (Natch Greyes)

This presentation will focus on the fundamentals of RSA Chapter 202-A, pertaining to municipal libraries, and incorporate discussion of related statutes, such as RSA chapter 91-A, the Right-to-Know Law. A special emphasis will be placed on hot legal topics that arise with libraries and library trustees.

TRUSTEE BASICS (Marcia McLaughlin)

Using the Trustee 101 packet of materials recently provided by NHLTA, this session will be a discussion of questions and answers after a brief introduction of the information the packet contains. This is not intended to replace the more extensive trustee orientations which are scheduled for May 7, 2024, with a fall date to be determined.

COMMUNICATING LIBRARY VALUE IN A DIGITAL ERA (Nick Tanzi)

Our libraries remain an incredible investment in the year 2024, but are we sure our communities know this? In our digital era, we tend to equate high-tech with high-cost, but this needn't be the case! We'll explore budget-sensitive techniques you can use to adapt to technological change, communicate value to library stakeholders, and wow your users.

REQUESTS FOR RECONSIDERATION BASICS (Mindy Atwood, Jen McCormack, Lea McBain)

This presentation will cover the basics of a request for reconsideration of library materials or library programs. There will be a review of key concepts that should be included in a request for reconsideration policy and some tips for conduct during the public meeting portion of the reconsideration process.

MANAGING YOUR LIBRARY TRUST FUNDS IN TODAY'S ECONOMIC MARKET (Bryan Sanford, Jason Edgar)

This session will provide insights on today's market conditions and how they are impacting library trust funds in New Hampshire. Topics include: creating and updating investment policy statements, review strategies and approaches for getting the most out of your funds and how to simplify the way you manage your investments.

INTELLECTUAL FREEDOM (Mary Danko)

This session will provide a general overview of Intellectual Freedom for public libraries with a slight emphasis on library's collections and book challenges.

TRUSTEE BASICS (Marcia McLaughlin)

Using the Trustee 101 packet of materials recently provided by NHLTA, this session will be a discussion of questions and answers after a brief introduction of the information the packet contains. This is not intended to replace the more extensive trustee orientations which are scheduled for May 7, 2024 and a fall date to be determined.

FUNDRAISING FOR LIBRARY EXPANSION (Jeanne Palleiko)

This presentation will describe the process the Newbury Public Library used to raise money for the expansion of their small building.

GETTING YOUR LEGAL DUCKS IN A ROW: BEST PRACTICES FOR MANAGEMENT OF YOUR LIBRARY DIRECTOR (Anna Cole, Hannah Devoe)

The Library Director is charged with administrating the library and the elected or appointed Trustees are responsible for, among other things, supervising the director. This supervisory responsibility is, in some ways, the most difficult task assigned to the trustees. Effective management of the library director starts at the beginning of the relationship when the trustees set the terms of the relationship – either by contract or policy and then must continue during the term of the Director's employment. This program will discuss best practices for initiating and maintaining an effective supervisory relationship with the Library Director, a framework for analyzing when supervisory follow-up either through discipline or performance management is “fair” and necessary, best practices for documenting discipline and performance counseling, and the employee protections related to removal and discharge imposed by the NH Public Library Law (RSA 202-A:17). Key takeaways from the program will include: (1) best practices in establishing terms of employment for the director; (2) the framework for assessing and documenting “just cause”; and, (3) an understanding of the requirements of RSA Chapter 202-A:17.

PREPARING FOR CHALLENGING CONVERSATIONS (Melinda Gehris, Greg Eaton)

Effective communication is essential to a productive environment for library boards, particularly when board members have strongly held opinions and beliefs that differ. The way trustees share and receive information can mean the difference between divisive conversations and reaching agreement. This workshop will focus on strategies trustees can use to deepen their ability to communicate effectively. Participants will work with several specific tools that provide step-by-step frameworks for trustees looking to prepare for difficult conversations, providing opportunities for the participants to work in small groups with the tools discussed.

LEGISLATIVE TRACKING AND POLICY ADVOCACY (Brodie Deshaies)

This workshop will describe how to track state legislation in NH and how to appropriately advocate for or against policies as an entire board or individuals. Participants will learn how to educate and engage stakeholders on these issues.

TECHNOLOGY FOR TODAY'S LIBRARIES: WHAT TRUSTEES NEED TO KNOW (Bobbi Slossar substitute speaker: Mark Glisson)

Explore the quickly evolving role of technology in public libraries, from digital content rights to advanced tools that are rapidly changing how libraries are able to serve their communities. Participants are encouraged to bring their technology questions to the session.

THE RIGHT STUFF: DEFINING THE ROLE OF YOUR LIBRARY DIRECTOR AND ENSURING A SUCCESSFUL SEARCH (Debra Caplan, Rosemary D'Arcy, Brittany Durgin)

This session will walk trustees through the steps of hiring a new library director. The speakers will discuss how the process might work in a large city library or a very small town library with just one or two staff members.

THE 22ND CENTURY LIBRARY: EMBRACING HERITAGE WHILE PLANNING FOR THE NEXT HUNDRED YEARS (Liz Nguyen)

New England community libraries have a rich history as gathering places and visible symbols of civic life. With regional population forecasted to grow, existing library facilities must adapt to changing demographics, community interests, and technology. This workshop will review planning considerations in adapting current (often historic) libraries for the next 80-100 years, and examine successful examples of recent projects in the region.

2023 May 9 (Grappone Conference Center, Concord)

***THEME:* FIRST AMENDMENT: CENSORSHIP & ADVOCACY**

KEYNOTE: (Martin Garnar) “**The First Amendment: Fighting Censorship through Library Advocacy**”

RSAs AND HOT LEGAL TOPICS (Natch Greyes)

This presentation will focus on the fundamentals of RSA chapter 202-A, pertaining to municipal libraries, and incorporate discussion of related statutes, such as RSA chapter 91-A, the Right-to-Know Law. A special emphasis will be placed on hot legal topics that arise with libraries and library trustees.

INTELLECTUAL FREEDOM AND SOCIAL JUSTICE: Supporting All of Our Values (Martin Garnar)

As libraries and library workers have grappled with the best ways to support their communities during these tumultuous times, we sometimes find ourselves faced with how to support conflicting priorities. What does it mean to welcome everyone in the library? How do we support free speech when disinformation is on the rise? In this session, participants will learn about the core values of librarianship and discuss how to navigate situations when values are in conflict.

DEVELOPING COLLECTIONS, PREPARING FOR CHALLENGES (Jen McCormack and Melissa Mannon)

This session will cover the importance of creating a collection development policy for your library to prepare for questions and challenges. The speakers will discuss the basic tenets of librarianship that apply to developing collections in libraries of all sizes. They will examine how public libraries tailor policies to their own community's needs and how individual purchasing decisions are made. Finally, they will discuss the role library trustees play in supporting staff when patron concerns about collections arise.

SMALL LIBRARIES UNITE FOR JUSTICE (Sarah Courchesne, Zoe Sucu and Janice Wiers)

In 2022, several small libraries in the seacoast area joined forces to design a program series on racial and gender justice called “Courageous Community Conversations.” It was modeled on a similar series that Goffstown put

together, but was adapted given the small size of NH libraries, and the wish to collaborate and build a synergistic program across several towns. In this presentation, the speakers will give an overview of their purpose at the outset, and then get into the practical considerations for other libraries looking to do something similar. They will share their successes and pitfalls in running the series as a multi-library, multi-town effort, and give attendees a clear blueprint to follow to build a series, whether they are a single large library, or collaboration between multiple smaller ones. The presenters will work in tandem, giving the trustee and the library staff perspectives on what went well, what didn't, and how they plan to change things in future program series.

GROW YOUR LIBRARY WITH SUCCESSFUL GRANT WRITING (Brittany Overton, Corinne Choronopoulos, Tina Kriebel and Ben Amsden)

Learn how successful grant writing can lead to innovation, help build relationships with stakeholders, and lead to future growth for your library. Panelists will discuss how to stay organized and make the grant writing and reporting process simple, and offer an overview of current and future grant opportunities available to New Hampshire librarians.

RENT NOT TO OWN: Solving Copyright, Licensing and Ebook Threats To The Library Mission (Kyle Courtney)

Copyright and restrictive eBook licensing are destroying core access, collection development, and preservation activities in libraries, archives, museums, and other cultural institutions. Nearly all the major publishers charge libraries higher licensing fees than the consumer prices for the same material, and place strict limitations on how the licensed content can be shared or loaned. However, states such as Connecticut, Massachusetts, Maryland, New York, and Rhode Island represent a new hopeful front in the eBook licensing problem: state contract and consumer protection laws that protect the library mission to provide open, non-discriminatory, access to works. Join this session for a discussion of these new bills, laws, and litigation and learn how you can help to harness state law to assert the library mission through “reasonable terms”, recalibrating the very weapon that has been used against libraries for decades: bad licenses.

CONDUCTING DIVERSITY AUDITS FOR SMALL & MIDSIZE LIBRARIES (Mike Morris)

This program will describe Howe Library's process for formulating and implementing a diversity audit and what their plans are to use that data to inform acquisitions and library processing in the future. Howe Library is a medium size library and not every library has the resources that it does. This presentation takes into consideration the other things that libraries can do short of a full sample audit, which they conducted.

COURAGEOUS CONVERSATIONS: Can We Talk About Race? (Dianne Hathaway and James McKim)

There have been acts of discrimination and violence in the Goffstown community and around the state. They demonstrate the need to bring to consciousness previously unexamined attitudes about persons who may not experience full inclusion in our communities, whether that discrimination is stated or implied. Come hear how one community has been working to make their town more welcoming.

HOW TO WORK WITH YOUR TOWN GOVERNMENT, BOARDS AND COMMUNITY TO PROMOTE DEI AND SOCIAL JUSTICE (Priya Rathnam)

Shrewsbury Library Director Priya Rathnam volunteered to be part of the DEI taskforce set up by the Select Board in her town. When the library was awarded an LSTA Civic Hub grant, a year-long series of lectures, interactive programs, book discussions, and community conversations were held at the library, further fostering dialogue in the community. How can you get the backing of your Foundation and Friends Board to support you in the mission of promoting DEI? Attend this talk to find out what you can do to get your community to back you. She will share tips that all librarians can use—in small or medium-sized libraries.

EVERY VOICE MATTERS: STRATEGIES FOR INCLUDING PARTICIPATION OF ALL TRUSTEES AT MEETINGS (Greg Eaton and Melinda Gehris)

This workshop is a nuts-and-bolts presentation that focuses on specific tools for ensuring all trustees have the opportunity to participate in board meetings and decision making. Presenters will discuss and demonstrate several strategies for improving meetings including setting ground rules that allow all trustees to participate in discussions, enhancing good listening skills, and using curious questions to better understand the ideas of others. Presenters will engage participants in discussion and problem solving with specific examples. These tools work for boards of all sizes.

ROUNDTABLE SESSIONS

INTELLECTUAL FREEDOM (Martin Garnar)

This roundtable will be an opportunity for participants to bring their questions and concerns about supporting intellectual freedom and get advice from their colleagues and the facilitator.

BRINGING THE LIBRARY OUT TO THE PEOPLE (Paula Korstvedt and Rhea Heaven)

Participants will review and discuss the various options libraries are using to bring library services out to where the people are rather than waiting for them to come to us. While there will be an overview of mobile and outreach services, the discussion will focus on identifying which options suit the attendees and what steps they can take to get additional mobile and outreach services started.

STRATEGIC PLANNING (Deb Hoadley)

This is your opportunity to share with colleagues your questions, concerns or even something that worked well with your strategic planning process. Deb Hoadley will facilitate this discussion and share some of her experiences working with libraries on various aspects of their strategic planning process.

SOCIAL MEDIA RISKS AND REWARDS: Maximizing the Rewards (Mark Glisson)

This is your opportunity to share with colleagues your questions, concerns or even something that worked well with your strategic planning process. Deb Hoadley will facilitate this discussion and share some of her experiences working with libraries on various aspects of their strategic planning process.

MAKING THE CASE FOR YOUR LIBRARY (Brittany Overton and Christine Friese)

Trustees and librarians are invited to participate in this roundtable discussion on advocating for your library. Participants will engage in thoughtful conversation about their ideas for advocacy, what challenges they face in making the case for their library, and will share and learn from others how their strategies can be applied in libraries throughout the state. This roundtable will allow for both big picture and examples of specific practices related to advocacy to be shared.

DISCUSSION FOR NEWLY ELECTED AND APPOINTED TRUSTEES (Marcia McLaughlin)

Using the packet of materials provided by NHLTA for all trustees, this session will be a free-flowing discussion of questions and answers after a brief introduction of what the packet contains. This is not intended to replace the more extensive trustee orientation which is scheduled for July 17.

RECONSIDERATION AND COLLECTION DEVELOPMENT POLICIES BEFORE YOU HAVE A CHALLENGE (Denise van Zanten)

Facilitated discussion about collection development and the sharing of pertinent library policies related to challenges of materials and programs.

2022 May 10 (Grappone Conference Center, Concord)

THEME: TRENDS SHAPING THE FUTURE: The Basics and Beyond

KEYNOTE: (David Paige) “The More Things Change . . .”

ORIENTATION HIGHLIGHTS (Liz Tentarelli and Marcia McLaughlin)

For new trustees and those wanting a refresher. This workshop will focus on the responsibilities of trustees regarding policies, personnel management, and budgeting. We’ll also touch on best practices for meetings and being an advocate for your library, now and in the future.

CENSORSHIP, FIRST AMENDMENT AUDITS, AND INTELLECTUAL FREEDOM: Preparation for Library Trustees (Lori Fisher)

Given the dramatic rise in Intellectual Freedom challenges across the nation since 2021, this session will provide practical tips and resources to prepare for First Amendment Audits, book challenges, and program challenges. Participants will leave with an overview of national/regional trends, as well as steps they can take now to make sure both the library board and the library staff are prepared. There will be role-play scenarios in this session to highlight actual potential interactions between a trustee and a member of the public.

POLICIES AND PRACTICES FOR LGBTQIA+ INCLUSIVE LIBRARIES: What Trustees Need to Know (David Paige and Lucy Santos Green)

Many small, rural libraries deal with a pervasive fear of pushback when striving to be LGBTQIA+ inclusive. But working together, library directors and boards of trustees can overcome these fears, anticipate challenges, and

make their institutions welcoming spaces to all. Learn how policies and procedures form the necessary foundation for an LGBTQIA+ positive culture in your library and explore strategies for driving change.

KEEPING YOUR STRATEGIC PLAN ALIVE AND THRIVING (Deb Hoadley)

Many trustees and directors have done the hard work to create a strategic plan for their libraries. Yet, it sits on a shelf or on the library's website and never gets looked at again. In this presentation, you will learn best practices and tips on how to keep your strategic plan alive and thriving.

ROUNDTABLE SESSIONS

The Roundtable Sessions are an opportunity for participants to share their successes, concerns, and interests. In small table format, participants will network and discuss a topic of specific pertinence to their library.

A. Raising Trustee & Staff Awareness (Facilitated by Lara Berry & Marry Hubbard)

B. Rebuilding or Upgrading Your Library (Facilitated by Ron Lamarre)

C. Housekeeping/Are Your Policies in Order? (Facilitated by Thomas Ladd)

RUNNING EFFECTIVE MEETINGS and complying with the Right to Know Law (Christine Fillmore)

This session will include guidance for holding efficient and productive meetings, including preparation, procedures, handling public comment, and the ever-changing landscape of remote meeting access. There will also be information to help ensure meetings comply with the Right to Know Law (RSA 91-A), as well as a discussion of recent changes to this law.

THE HUMAN LIBRARY: Gaining New Perspectives through your Neighbor's Eyes (Dianne Hathaway)

What if you had the chance to acquire understanding of real-life issues from those who live them? What if, through face-to-face dialogue, stereotypes and prejudices could be challenged? The Human Library is a living library where humans are the books and the stories are their lives. Join Dianne Hathaway as she shares the experience as host for four Human Library events.

NAVIGATING THE NH LIBRARY PLANNING & BUILDING PROCESS (Ron Lamarre, Craig McLaughlin and Susan Leonardi)

Successfully planning and building a new or expanded NH library project requires an in-depth understanding of the process. NH State laws, building codes, regulatory permitting, federal regulations, and local permitting is all part of this process. Intertwined within this process is to successfully engage and form cooperation between elected Boards of Trustees and local governance, departments, and community. Join project leaders from the new North Hampton Public Library and the expanded historic Weeks Library in Greenland NH for a presentation on how their successful projects navigated this process; and learn how to turn obstacles and obstructions into opportunities along the way, that result in even better outcomes.

BUDGETING FOR SUCCESS (Brittany Overton)

Learn how compelling presentations and regular advocacy work can build support for your library's budget. The basics of effective budget presentations will be covered, as well as examples of how library directors and trustees can go beyond the numbers and use storytelling to engage decision makers in the value of libraries.

WHO'S THE BOSS? THE LIBRARY AS EMPLOYER (Lara Berry and Rosemary D'Arcy)

Competent leadership of the library is essential for efficient management and success. Library trustees and directors each hold significant authority over the library, which may lead to conflict if their roles are not clearly defined and understood. In this workshop, Lara Berry and Rosemary D'Arcy will discuss the extent and limits of the authority held by trustees and directors, as defined by NH RSAs and federal law. Audience participation is encouraged.

RSAs & HOT LEGAL TOPICS (Natch Greyes)

This presentation will focus on the fundamentals of RSA chapter 202-A, pertaining to municipal libraries, and incorporate discussion of related statutes, such as RSA chapter 91-A, the Right-to-Know Law. A special emphasis will be placed on hot legal topics that arise with libraries and library trustees.

LIBRARY MONEY, FRIENDS AND FOUNDATIONS (Terry Knowles)

Libraries are a valuable resource in New Hampshire but often are not well funded through local property taxes and may need additional support. In this session you will learn about all sources of money, public and private, available for public libraries. You will also learn the role Friends and Foundations play in raising money for libraries and how they interact with Library Trustees and Directors.

WHAT SHOULD A LIBRARY TRUSTEE KNOW ABOUT TECHNOLOGY? (Bobbi Lee Slossar)

While technology is not new to librarians and trustees, the scope of technology-related issues impacting libraries is constantly growing. In addition to traditional technology purchases, libraries are dealing with deprecated technology, strict digital licensing, privacy and copyright concerns, as well as trying to stay current with emerging technologies. In this presentation, Bobbi Slossar will openly discuss current technology challenges and successes in our public libraries.

DISASTER PLANNING – FIRES, FLOODS, LIGHTNING STRIKES AND COVID (Donna Dunlop)

“Forewarned, forearmed, to be prepared is half the victory.” -Cervantes

Hopkinton Library Director Donna Dunlop will talk about how a lightning strike changed her thinking about how to be prepared. She will speak about how she, the trustees and staff coped when Mother Nature came to call at the library in 2018 and offer some basic recommendations on how to be ready for (almost) anything.

SOCIAL MEDIA: HOW TO BUILD YOUR BRAND/OFFER INNOVATIVE PROGRAMMING

(Mark Glisson)

Social media, when used strategically and effectively, can be a powerful form of digital marketing to connect, engage, and even influence potential audiences. Getting noticed on social media begins with developing or sharing relevant content that sparks conversations and meaningful interactions. The good news is that we have more content than we realize, and with a little strategic planning, we are not far from a recipe for success.

2021 May 12-13 (Virtual Conference using Whova Event Management software)

THEME: EMBRACE CHANGE

KEYNOTE: (Deo Mwano) **“How to be an Inclusive Individual or Organization”**

CONGRATUATIONS, YOUR VOTE PASSED, WHAT’S NEXT? (Mary LaFreniere, Hope Godino, Andre Kloetz, and Anthony Mento)

What happens after the voters say “yes” to a new or expanded library building? Learn about the construction phase from three people who are in the midst of the Exeter Public Library project. You’ll hear about construction management, the architect’s role during construction, the unexpected developments that can arise, how the library functions during the expansion of an existing building, how the director and trustees keep the community informed and more.

POST PANDEMIC LIBRARIES: What has changed, What hasn’t, and Where do we go from Here

(Lori Fisher)

Wondering what libraries across the US are doing as they consider what their resources and services might look like post-pandemic? Hear what is being discussed on that national level at ALA, PLA, and United For Libraries regarding funding, fundraising, advocacy, and sustainability in relationship to community awareness and how that may change our relationships with outside entities going forward.

AN INTRODUCTION TO RSA CHAPTER 202-A (Natch Greyes)

This presentation will focus on the fundamentals of RSA Chapter 202-A, pertaining to municipal libraries, and incorporate discussion of related statutes, such as RSA Chapter 91-A, the Right-to-Know Law. A special emphasis will be placed on the budgetary aspect and relationship between the library trustees and their select board.

PANDEMIC’S POLICIES (Thomas A. Ladd)

This program will explore changes in policies and procedures for NH libraries resulting from not just the pandemic itself but the legal and societal changes brought on by the events of the past year plus. This will include a review of policy setting abilities and responsibilities in NH libraries and a look at some best practice examples from NH libraries.

TALKING ABOUT RACE: A Three-Part Training for Library Staff and Trustees (Mary Hubbard)

In the summer of 2020, Mary Hubbard, Assistant Director at the Peterborough Town Library developed a three-part training to promote deep thinking about race among staff and Trustees. Through readings, videos, exercises, and discussion, the staff explored the role Race has played in the US, as well as the various kinds of racism that exist and why they are so hard to dismantle. They also brainstormed on how - as individuals and as a library – they could address these challenges. The training ultimately led to a commitment by the trustees and the library staff to actively address the challenges of systemic racism and make sure the library fulfilled its role as an

inclusive, equitable civic institution. This program will walk you through the three-part training and show you how you can create something similar at your library.

NEW HAMPSHIRE LIBRARY ARCHIVES (Bobbi Lee Slossar)

The New Hampshire Library Archives Collaborative project provides public libraries with a digital platform to host historical photographs, records, and documents. Learn how your library can get started to participate in this exciting project that combines librarianship, technology, and local history.

FUTURE PROOFING YOUR LIBRARY SERVICES (Julie Perrin)

Many forces can threaten the future of your library services – from unplanned staff absences to budget cuts, and yes, even a pandemic. Is your service model equipped to respond to the unexpected? This presentation will discuss the many ways you can design your service model to be adaptable and dynamically responsive, so your library is ready to serve the community, no matter what the future holds.

COURAGEOUS COMMUNITY DISCUSSIONS: Can We Talk About Race? (Dianne Hathaway and James McKim)

In 2019 the Goffstown community, including St. Anselm College, engaged in the “Courageous Community Conversations: Can We Talk About Race?” initiative to help the community to become more welcoming. The panelists will describe the reasons for the initiative, and lessons learned in engaging more than 500 people.

YOU CAN DO THIS: Demystifying Strategic Planning (Brittany Overton and Mary Cronin)

Two librarians will share how strategic planning has helped them engage more fully with their communities. Attendees will learn when and why to plan, who to involve in the planning process, and how to ensure the plan itself is a living document and guide. Three library trustees will join in the discussion: Rosemary D’Arcy and Nancy Dowey from Minot-Sleeper and Anne Chant from Cook Memorial.

SOCIAL MEDIA: Risks and Rewards (Heather Lindsay, Laura Horwood-Benton, and Yvonne Loomis)

Hear about three libraries’ social media strategies, covering the various platforms and outlets. Presenters will discuss showcasing your library’s personality, building a team and encouraging staff participation, managing public responses, practical tips for gathering content, cross-posting and hashtags, and how policy and practice have adapted during the COVID pandemic.

ROUNDTABLE SESSIONS

City Libraries (Lori Fisher)

Network with other participants from city libraries to share concerns and solutions in a small table format.

Small Libraries (Lara Berry)

Small libraries face unique issues and challenges. Network with other participants from small libraries to share concerns and solutions.

BRIDGING THE DISTANCE: Virtual Programming (Justin Levesque, Elise Fuller, Amy Carter and Polly Mahoney)

Libraries have adapted to the era of social distancing in a variety of imaginative and engaging ways, from virtual story time to remote discussion groups to podcasts. In this presentation, four librarians will discuss their experiences as virtual programming facilitators and share their ideas and insights.

2020 May 12 (Grappone Conference Center, Concord) ***CANCELED DUE TO COVID-19 PANDEMIC**

THEME: 2020 VISION FOR LIBRARY TRUSTEES

KEYNOTE: (Peter Pearson) “Trends Shaping the Future of Public Libraries”

ORIENTATION FOR NEW TRUSTEES AND ALTERNATES (Susan Gaudiello)

This session is designed for new trustees and alternates who haven’t taken the full NHLTA orientation workshop. We will hit the highlights of trustee responsibilities including making policies, budgeting and managing funds, hiring and managing personnel.

VOLUNTEERS BEST PRACTICES (Bobbi Lee Slossar)

Volunteers can be a terrific asset to public libraries. In this session you'll learn how to craft policies and procedures that adhere to current state and federal laws and enhance your library's relationship with volunteers. We'll also discuss what to think about when faced with questions about library volunteers from your community's stakeholders and residents.

BE PREPARED: What to Know BEFORE Disaster Strikes (Denise van Zanten, Donna Dunlap, Erin Apostolos)
Imagine five feet of water flooding your library or a lightning strike that requires your library to close for 10 months requiring you to operate out of a satellite space or even something innocuous sounding like a water bubbler that caused major flood damage. Do you have a plan? What would be your first move? Three NH libraries have faced these disasters. Hear their stories and learn from their experiences including: the value of communications, having a long-range plan, community and town departmental support, the role of the larger library community, and the silver lining that led to a complete overhaul of the building with the support of city officials and the library trustees.

SOCIAL MEDIA: Risks & Rewards – Behind the Scenes (Yvonne Loomis and Heather Lindsay)
Concerned and/or confused about the value of social media for your library? This panel workshop will discuss how social media can enhance the library experience, as well as the risks involved for staff and the library. Discussion will involve policies, media marketing, content sharing across different platforms, and how having these things in place can be helpful and how to be smart about how you post.

ROUNDTABLE DISCUSSION: Presenting Your Library's Case (David Paige)
Looking to gather support to raise funds? Have a warrant article passed? Increase your library's usage? Network and discuss these and other issues with fellow participants in this small table format sharing session. If you are looking for ways to present your library's case or have created a successful promotional package you would like to share, join the discussions at this workshop!

BEST PRACTICES IN LIBRARY FUNDRAISING (Peter Pearson)
This program will describe how to create a comprehensive fundraising program for your Library. It will also provide tips for libraries that have both a Friends group and a foundation on how these two groups can work collaboratively in the area of fundraising. It will discuss both the types of fundraising to do as well as the internal structures needed for fundraising success.

LIBRARY LAW 101 (Margaret Byrnes)
What is a "public library"? What are the duties of library trustees? Who has authority to hire and fire library employees? Join Margaret for answers to these questions and more, in this annual session that takes attendees on a whirlwind trip through New Hampshire R.S.A. Chapter 202-A: Public Libraries. This session will benefit new trustees and serve as a refresher for more seasoned trustees. Bring your questions!

UNDERSTANDING CURRENT REALITIES OF LIBRARY TECHNOLOGY & PLANNING FOR AN UNKNOWN FUTURE (Bobbi Lee Slossar)
Trying to stay current with technology trends can be overwhelming for library trustees and staff. Bobbi Lee Slossar from the NH State Library will discuss today's challenging technology landscape of providing digital materials and navigating electronic licensing, evaluating community need for new tech-based services, and strategically planning for upcoming and unknown technologies.

TRIFOCALS: A Clear View of Library Trustees, Staff, and Friends (Thomas A. Ladd)
There are many individuals and groups that make a library successful but sometimes toes can be stepped on and stressed relationships can develop. This program will explore the respective roles of trustees, staff, & Friends groups in building the best library service possible and how to build effective relationships among the groups.

ROUNDTABLE DISCUSSIONS: Sharing Successful Programs (Zoe Sucu)
Have you presented a program this year that was highly successful or are you looking for a new program that would work at your library? It can be a program or speaker that reaches out to the total community, serves all your library patrons regardless of age or interests, or is designed for targeted groups such as teenagers or seniors. Join other participants in this small table format to network and share your programming initiatives and needs, successes and failures.

HOW TO RUN AN EFFECTIVE MEETING (and Comply with the Right to Know Law) (Stephen C. Buckley)
An effective public meeting requires knowledge of the Right-to-Know Law, an appreciation for the First Amendment, tact, poise and a healthy dose of humor and humility. This session will cover all those topics and more.

ON BEYOND ZEBRA: What Happens After a Successful Building Vote (Gordon Hunt, Christie Sarles and Anthony Mento)

What happens after the voters say “yes” to a new or expanded library building? Learn about the construction phase from three people who are in the midst of the Tuftonboro Free Library project. You’ll hear about construction management, the architect’s role, the unexpected developments that can arise, how the library functions during the expansion of an existing building, how the director and trustees keep the community informed and more.

COURAGEOUS COMMUNITY DISCUSSIONS: Can We Talk About Race? (Dianne Hathaway and James McKinn)

In 2019 the Goffstown community, including St. Anselm College, engaged in the “Courageous Community Conversations: Can We Talk About Race?” initiative to help the community to become more welcoming. The panelists will describe the reasons for the initiative, and lessons learned in engaging more than 500 people.

ARE YOU READY? KNOWING WHEN, WHY AND HOW TO TAKE ON STRATEGIC PLANNING (Brittany Overton and Mary Cronin)

Learn how two New Hampshire libraries created new strategic plans in the past two years. Using similar philosophies but different approaches, their planning involved trustees, staff, local organizations and community members. Both libraries found that the process helped them engage more fully with their communities and has woven their libraries more deeply into the fabric of their towns.

ROUNDTABLE SESSIONS

Small Library Issues (Lara Berry)

Small libraries face unique issues and challenges. Network with other participants from small libraries to share concerns and solutions in a small table format.

2019 May 29 (Doubletree by Hilton Manchester Downtown Hotel, Manchester)

THEME: LIBRARIES TRANSFORM

KEYNOTE & PLENARY SESSION: (Marc Merola and James LaRue) “**Advocacy Bootcamp**”

ROUNDTABLE SESSIONS

The Roundtable Session is an opportunity for participants to share their successes, concerns, and interests. In small table format, participants will network and discuss a topic of specific pertinence to their library.

- | | |
|---------------------------|--------------------------------------|
| A. Building Maintenance | F. Small Libraries (Below 2500 Pop.) |
| B. Friends Groups | G. Small Libraries (Above 2500 Pop.) |
| C. Fundraising | H. Social Media |
| D. Innovative Programming | I. State Library Update |
| E. Library Policies | J. Technology |

ORIENTATION HIGHLIGHTS (Liz Tentarelli)

Are you a new trustee or new alternate? If so, congratulations! This workshop is designed for new trustees and alternates who haven’t taken the full NHLTA orientation course. We will hit the highlights of trustees’ responsibilities including making policies, budgeting and managing funds, hiring and managing personnel.

LIBRARIES TRANSFORM: Building on the Momentum and Resources of ALA’s Advocacy Campaign (Marc Merola and James LaRue)

As a continuation of the Advocacy Bootcamp, this workshop affords the opportunity to further develop the advocacy role in a smaller, interactive session.

HOW TO RUN AN EFFECTIVE MEETING (And Comply with the Right-to-Know Law

(Stephen C. Buckley)

An effective public meeting requires knowledge of the Right-to-Know Law, an appreciation for the First Amendment, tact, poise and a healthy dose of humor and humility. This session will cover all those topics and more.

SPACE ANALYSIS AND RENOVATION (Ron Lamarre)

An effective public meeting requires knowledge of the Right-to-Know Law, an appreciation for the First Libraries have evolved into loud places and spaces re-defined as centers for lifelong learning. Why have libraries taken this path? What implications does this have for your library? How can you rejuvenate your library into a library of the future? Join us in an open discussion relating to analyzing existing library space geared towards transformation into sustainable, cultural, and social environments for your community.

PERSONAL SAFETY IN TODAY'S ENVIRONMENT (Officer Nathan Linstad)

Are you doing all you can to make your library a safe space and does your library staff know how best to respond to an emergency? Officer Linstad of the Manchester Police Department will speak about personal safety in multiple environments, addressing how the body reacts to a high stress event and the importance of training and situational awareness.

TEAMWORK AT THE TOP: The Library Director/Trustee Relationship (Debra Caplan)

Teamwork at the Top will cover the scope of responsibility and authority of the Library Board of Trustees and the Library Director. Areas discussed will range from policy, planning and budget development to staff management, board meetings and library advocacy. We will discuss ways to establish and maintain a positive and productive relationship between the Trustees and the Director.

STRATEGIC PLANNING: How to Survey & Follow-up (Deb Hoadley)

A key to a successful strategic plan is finding out what your community needs and wants. One of the best ways to do this is to use surveys. We will discuss what questions to ask, best practices on how to distribute the survey and how to use the results to inform your strategic plan.

GETTING TO KNOW THE LIBRARY RSA's (Margaret Byrnes)

Did you know that the New Hampshire laws, usually referred to as the "RSAs" (Revised Statutes Annotated), contain a chapter devoted entirely to public libraries? This workshop will walk you through RSA Chapter 202-A, including the basic duties of the library trustees, budgeting basics, acceptance of gifts, and management of library employees, with plenty of time for questions.

SERVING TEENS IS HARD – BUT VITAL (Nicole Rancourt, Stephanie Schott, Deborah Dutcher)

Serving teens looks different in every library – and that's okay. The reality is that teens use libraries differently. This workshop will highlight the importance of welcoming teens into the library, examples of teen programs from libraries in New Hampshire and Maine, and strategies to support teen services.

COMMUNICATIONS AND MARKETING FOR A SUCCESSFUL CAPITAL CAMPAIGN

(Corinne Chronopoulos)

Thinking about a Capital Campaign? The Peterborough Library Team ran a strategic capital campaign to raise \$8.5 million towards major renovations and improvements to the library. Outreach and transparency were the secret weapons of their campaign for both private and public funds. The Town's resounding support of a \$3 million warrant article was instrumental to their success. This program will describe how they created a strong case and the most important tools and initiatives used to gain support from private donors, foundations, and the community.

2018 May 14 (The Manchester Downtown Hotel, Manchester)

THEME: REFRESH & REFOCUS

KEYNOTE: (Kimberly Bolan) **"21st Century Library Services and Transformation"**

ORIENTATION HIGHLIGHTS (Liz Tentarelli)

Are you a new trustee or new alternate? If so, congratulations! This workshop is designed for new trustees and alternates who haven't taken the full NHLTA orientation course. We will hit the highlights of trustees' responsibilities including making policies, budgeting and managing funds, hiring and managing personnel, and advocacy.

HOW TO RUN AN EFFECTIVE MEETING (Stephen C. Buckley)

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FUNDRAISING 411 (Mindy Atwood)

Fundraising doesn't have to be scary, awful or annoying! Intended to be an example of one way it can be done, this presentation profiles the Abbott Library Foundation's journey to raising \$1.325 million in private donations for a new library building. There will be ample time for questions following the presentation.

CREATING SMART SPACES FOR ACTIVE LEARNING (Lynn Piotrowicz and Pat Fickett)

Our residents want varied programs and materials yet finding space and money for these initiatives is difficult. Two NH library directors share how they are balancing these divergent goals. Their libraries have been participating in the "Small Libraries Create Smart Spaces" program with 13 other small, rural libraries across the nation. Smart

spaces are where discovery and community intersect, fostering social connection by providing active learning. Learn how these directors created unique areas to accommodate changing expectations and facilitate change in their libraries.

COMMUNITY FACILITIES LOAN AND GRANT PROGRAM (Beverly L. Mason)

Wish you could build but lack funding? The US Department of Agriculture (USDA) Community Facilities Loan and Grant Program provides affordable funding to develop essential community facilities in rural areas. Yes, libraries qualify as an essential community facility! This session will outline the eligibility and application process for these grants and loans.

STRATEGIC PLANNING: A NEW APPROACH (Kimberly Bolan)

What comes to mind when you hear the words “strategic planning?” Overwhelming process? Disappointment? A 30-page document sitting in a drawer or collecting dust on the shelf? Fear no more! Join Kimberly Bolan to learn about new approaches in planning to create a collaborative, relevant, actionable strategic plan, customized to meet your organization’s needs while also addressing the shifting landscape facing today’s public libraries.

THE HOPEFUL WORKPLACE (George Needham)

There is no reason why any workplace should be a baleful, Dickensian environment. Trustees and other library leaders can make a difference by encouraging a workplace that inspires rather than intimidates; that encourages rather than deflates; that favors reaching out rather than hunkering down. These ideas won’t cost you a cent, but the return on your investment of spirit could be massive!

GETTING TO KNOW THE LIBRARY RSAS (Margaret Byrnes)

Did you know that the New Hampshire laws, usually referred to as the “RSAs” (Revised Statutes Annotated), contain a chapter devoted entirely to public libraries? This workshop will walk you through RSA Chapter 202-A, including the basic duties of the library trustees, budgeting basics, acceptance of gifts, and management of library employees, with plenty of time for questions.

MARKETING YOUR LIBRARY BRAND (Elisabeth Doucett and Joyce Schmitt)

After doing the hard work of creating a library brand, the next step is to develop a plan to share that brand with your community so that everyone understands why the library matters. This session will start with clarification of the difference between marketing your brand and promoting a library program, and then we will discuss simple ways of building awareness about your brand.

UNDERSTANDING LIBRARY FRIENDS AND FOUNDATIONS (Terry Knowles)

This session explores the differences between Friends organizations and library foundations, the benefits and challenges for each type of organization, and how to determine which entity a library should consider when seeking outside donations.

FRIENDS & FRIENDS OF FRIENDS: BUILDING STRONG RELATIONSHIPS (Tom Ladd)

The ideal local public library serves the community well-led by trustees, run by staff, and supported by Friends. These three groups have the same general goal but building a strong relationship can be “interesting.” This session will explore ways to make it work.

THE CARE AND FEEDING OF YOUR ARCHITECT: WHY~WHEN~HOW (Patricia Sherman /Warrenstreet Architects, Ron Lamarre/Lavalee|Brensinger Architects, Jason LaCombe/SMP Architecture)

Planning a project? You need this workshop to describe WHY you need an architect, WHEN you need an architect, and HOW you go about finding the right architect. Pertinent to renovation or new construction projects both large and small, this program will explore the responsibilities of the architect and the architectural process as well as the preparation work a library needs to do before hiring an architect.

I DIDN’T KNOW LIBRARIES DO THAT! (George Needham)

Wonder what is new with libraries around the country? Get an overview from the field on new trends, techniques, and directions that public libraries around the country are taking. Some of these examples may spark your creativity, some may seem utterly outrageous, and some may give you that warm feeling of “we were already way ahead of the curve on that one!” Refresh your reservoir of new ideas at this session.

MANAGING THE MONEY (William Gould and Peter Royce)

In this session, two seasoned library treasurers will address a variety of topics related to financial management and will answer questions that trustees have posed. Among the topics: working with your town’s finance officer,

warrant articles, the budget process, paying invoices, reporting the financials, trust funds and other non-public income. Come prepared with your own questions, and the presenters will answer as many as time allows.

RIGHT-TO-KNOW LAW UPDATE (Cordell Johnston)

New Hampshire's Right-to-Know Law, RSA 91-A, applies to all public libraries and library boards of trustees. This program will provide a brief overview of the Right-to-Know Law, followed by a discussion of the latest changes to the law and court decisions interpreting the law. It will be an interactive program with plenty of opportunity for questions and discussion.

2017 May 24 (Grappone Conference Center, Concord)

THEME: GOOD GOVERNANCE = GREAT LIBRARIES

KEYNOTE: (George Needham) **“What Constitutes a Great Library”**

“MAKING” IT ON A BUDGET (Bobbi Lee Slossar)

Providing "Maker" spaces—where people have the opportunity to create and learn—is an emerging service in public libraries. But how can you replicate this important nationwide movement without breaking the budget? And why does “making” matter? Learn more about the statewide MakerPlay program from the NH State Library, which allows NH public libraries to borrow toys and technology suitable for all age groups.

A STRATEGIC APPROACH TO GRANTS AND GRANT WRITING (Laurette Edelmann)

Competition for grants is tougher than ever. Join us to learn about tools and resources you can use to put together and execute a smart strategy for all your grant writing efforts. In this workshop, we will provide insights into what funders are looking for; assist you in finding resources for researching and identifying appropriate grant opportunities and online resources available to deliver a well-crafted proposal.

TRUSTEE ORIENTATION PART 1 (Terri Jillson White)

You've just been elected as a Library Trustee. Congratulations! Join us for a review of Trustee responsibilities, applicable statutes, use of Alternate Trustees, and Meeting Preparation and Meeting Strategies. This session is designed to provide you with information to empower you to become an effective Trustee.

IS SOLAR POWER AN OPTION FOR YOUR LIBRARY? (Jack Ruderman)

Is your library a candidate for solar power? How do solar power systems work, and how can they help reduce your library's energy costs and carbon footprint? How can libraries and other non-profits finance solar power systems with no upfront investments? Learn about solar power options and other measures to improve your library's energy performance.

LIBRARY SERVICES FOR OLDER ADULTS (Donna Bunker, Ann Hoey, Marilyn Stevenson)

Join a panel of librarians to discuss some of the library services and programs being offered to older adults in NH, including the Talking Book Services for visually-impaired residents, a public library Senior Café, and other library and outreach programs.

TRUSTEE ORIENTATION PART 2: Budgeting And Personnel Responsibilities (Susan Gaudiello)

The oversight of the library's financials and staffing are two of the trustee's most important responsibilities, and are complicated by specific requirements and limitations in state law. This session will provide an overview of the budgeting process, ongoing financial management activities, and guidance on effective personnel management, including performance evaluation.

STRATEGIC PLANNING 201—TURNING YOUR PLAN INTO ACTION (Deb Hoadley)

We all know planning is important, so what is holding you back? In this session we will learn the next important steps to get your plan off the ground. In-depth descriptions of the parts of the plan, implementation and assessment will be part of the discussion, as well as how to adapt your plan when unexpected things come up (which they inevitably do).

FUTUREPROOFING THE LIBRARY FOR THE PERPETUAL CHANGES OF TECHNOLOGY

(Jessamyn West)

Technology changes all the time. This is the good news and the bad news. What is the role of the library in responding to these changes, providing support for our patrons, and leadership to our communities? Jessamyn West will lead a discussion about the past twenty years of library technology with an eye towards libraries' future roles.

CHANGE MANAGEMENT: LOOKING FROM THE OUTSIDE IN (George Needham)

When contemplating a change in your library—a new project, revised service hours, a different physical location—how do you consult with the people who are going to be affected? This program will consider how to get the best possible input, using two powerful techniques that can help you move a discussion beyond obstinacy or nostalgia: "How can we...?" and "Yes, and..."

THE RIGHT-TO-KNOW LAW FOR LIBRARY TRUSTEES (Cordell Johnston)

Unsure about the Right-to-Know Law? This program will provide an overview of RSA 91-A and how it applies to libraries and library trustees. It will include an update on recent changes to the statute and important court decisions interpreting the law. There will be an opportunity for questions and answers.

GETTING TO KNOW THE LIBRARY RSAs (Margaret M.L. Byrnes)

The New Hampshire statutes, usually referred to as the "RSAs" (Revised Statutes Annotated), contain a whole chapter devoted entirely to public libraries. In this session Attorney Byrnes will walk you through RSA Chapter 202-A, touching upon everything from the basic duties of the library trustees, to acceptance of gifts, to hiring and firing of library employees. There will time for questions.

THE OTHER MONEY (Terry Knowles)

Navigating the different sources of money received by a public library can be confusing. In this session you will learn how to legally accept, administer, and expend all private and non-tax categories of money given to your library, and how those funds relate to the annual budgeting process.

CREATING LIBRARY POLICIES THAT WORK (Thomas A. Ladd)

Every library has policies—well written, poorly written, and unwritten. This program will examine how to do the first, avoid the second, and banish the last. It will wrap up with an examination of some current library policy issues.

BOTTLING THE PASSION, MAKING THE ASK (Porter "Pete" Caesar)

Anxious about asking others for money for the Library? In this fun, interactive session you'll discover the good news that you already have all the important tools you need for inviting the support of others. We'll also look at how to frame your written case for support in a way that engages prospective donors.

BRINGING BIG IDEAS TO SMALL LIBRARIES (Lara L. Croft and Julie Perrin)

Think the latest technology is beyond the reach of your small town? Wonder how to bring engaging programs to your library at minimal expense? How about free books to update your collection? If funding and space are tight, how might trustees and directors work creatively to get around those issues? In this panel discussion, library directors share ideas and answer questions about community engagement and coping with fiscal limitations.

2016 May 23 (Grappone Conference Center, Concord)

***THEME:* LIBRARIES IN TRANSITION: Past, Present, Future**

***KEYNOTE:* (Edie Clark) "Reflections"**

STARTING ON THE RIGHT FOOT: A Basic Orientation for Newly Elected Trustees (Adele Knight and David Simpson, NHLTA Directors)

Congratulations, you've just been elected to your Library's Board of Trustees! Now take the next step and attend this "laboratory session" that will introduce you to NH library laws; the principal responsibilities of a Trustee; budgeting and managing funds; the Trustee's role as employer; library advocacy; and resources to assist you in your duties.

HOW TO BE A SUCCESSFUL FUNDRAISER (Jeanine Tousignant)

Want to achieve your best level of success? Discover how you can accomplish your mission in the most effective way possible. Learn techniques to establish outstanding fundraising and development programs, leadership and relationship building, and strategic networking.

BUILDING A NEW LIBRARY: The Sunapee Experience (Terri Jillson White and Mindy (Flater) Atwood)

The plan to build a new library in Sunapee evolved over a 12-year period. In 2010, the Board of Directors formulated a strategy which included a private and public funding plan and established the Abbott Library

Foundation. Join the Chair of the Abbott Library Board of Trustees and the Chair of the Abbott Library Foundation as they share Sunapee's experience. Learn from their mistakes and successes!

HOW THE NH CHARITABLE FOUNDATION WORKS WITH LIBRARIES AND YOUR COMMUNITY (Linda Reinish and Andrea Thorpe)

Learn the ways the New Hampshire Charitable Foundation works with libraries and nonprofits through fund establishment, grant programs, and in collaboration with interested donors. The Director of the Richards Free Library in Newport will co-present to share how Newport's library has partnered with the Foundation over the years to bring more resources to their programs and greater community while stewarding funds for future generations.

MANAGING STRESS AND CONFLICT IN LIBRARIES (Kate Bishop Hamel)

Gain a better understanding of the dynamics of conflict and negotiation, and how to manage yourself and your employees. In this workshop you will learn to shift the focus from conflict to finding solutions that work for all parties, and reduce unproductive behavior, employee termination, and lawsuits. You will also learn when you need to seek support with a neutral party or mediator.

THE OTHER MONEY (Terry Knowles)

Learn how to legally accept, administer, and expend all private and non-tax categories of money given to your library, and find out how those funds may relate to the annual budgeting process.

COMMUNITY BASED STRATEGIC PLANNING (George Needham)

This workshop offers a framework for strategic planning that is inextricably rooted in your community and an overview of the four key elements of community based planning: principles, assessment, understanding, and implementation. A simple framework that can be scaled and adapted for a variety of libraries large or small.

SAFETY IN THE LIBRARY (Steve Goldman)

It is even more critical today than in the past that libraries are aware of safety issues and prepared for emergencies. In this workshop, you will be familiarized with basic library workplace safety, policy, and response issues. This session will also cover how library staff should respond to various building and personnel emergencies. Guidance will be provided for attendees to complete and customize a "Library Employee Emergency Procedure" template.

APPOINTING THE LIBRARY DIRECTOR & RELATED EMPLOYMENT ISSUES (Margaret Byrnes)

Ever had questions about the RSAs relating to employment in the public library? This session will focus on appointing a library director, or librarian, pursuant to RSA 202-A:15, which requires appointment "for a term of office agreed to at the time of employment." We will talk about issues surrounding this mandate and suggestions for a successful and legal hiring process. In addition, there will be discussion about employment of other library staff, particularly in light of the standards for removal under RSA 202-A:17.

LEVERAGING DATABASE MARKETING FOR COMPETITIVE ADVANTAGE: How to Understand and Reach Your Clientele (David Blake)

It has never been more important for public libraries to have an in-depth, ongoing understanding of their existing and potential clientele. Winning, retaining, and expanding both the patron base and community support depends on it. This session will explore how high impact database marketing strategies used in retailing sectors can be applied to your library environment and detail an efficient game plan for getting it done.

FORMING A LIBRARY FOUNDATION & TRUSTEE/FOUNDATION RELATIONSHIPS (Terry Knowles)

Thinking about forming a Foundation? Wonder about the relationship between the Trustees and the Foundation? This workshop will provide information on the formation of a library foundation and tips for developing a healthy and mutually beneficial relationship between the foundation directors and the Library Trustees.

ENGAGING YOUR LIBRARY COMMUNITY WITH STORYTELLING & SOCIAL MEDIA (Julia Campbell)

Storytelling using online tools such as a website, email newsletter, blog, and social media channels is an effective way to raise money and awareness for your library. This session will explore the components of telling an effective story, examples of the stories that work best on social media, and review how your library can use online tools to build an engaged and active community online.

COMMUNITY BUILDING AND ENGAGEMENT: Partnerships at Work (Deb Hoadley)

Are you wondering how to expand your community reach and create beneficial partnerships with community organizations? We will look at what it means for your library to build community engagement and how to formalize partnerships to get the best results. Participants will be encouraged to share their success (and failure) stories.

TECHNOLOGY – WHAT’S NEXT? (George Needham)

The rate of technology change shows little sign of abating. How can we prepare for the annual onslaught of new tech tools? How can we make reasonable decisions about what tools are lasting and which are fads? This presentation won’t turn anyone into a tech guru or fortune teller, but may provide a little extra confidence as you decide where to invest your institution’s time and money.

COMPLYING WITH THE RIGHT-TO-KNOW LAW (Cordell Johnston)

How does RSA 91-A, the Right-to-Know Law, apply to library meetings, records, and library trustees? A number of hypothetical situations will be offered for discussion, with opportunities for questions and answers. The workshop includes a segment focusing on nonpublic sessions and an update on the most recent changes to the law.

ROUNDTABLE FOR SMALL LIBRARIES (Janice Clark, Claire Martineau, and Margaret Walker)

Do you come from a small library and often feel that many of the workshops you attend and issues you hear discussed either do not apply to your library or cannot be implemented in your town? This session is held in response to multiple requests for an opportunity for small libraries to get together and share their stories, challenges, and successes.

2015 May 18 (Grappone Conference Center, Concord) • red bullet indicates video recorded session

THEME: RISING TO THE CHALLENGE: Re-Envisioning Public Libraries

• ***KEYNOTE:*** (Norman Jacknis) “**How The Future Requires That We Re-Envision Public Libraries**”

CREATING YOUR LIBRARY BRAND (Elisabeth Doucett)

What is branding and why is it a useful tool for libraries to improve their community communications? This session will answer these questions and more. Participants will leave with a basic understanding of branding and a down-to-earth, practical set of action steps to employ to create their library’s brand.

• **EXPANDING ON ASPEN TRENDS: Roles and Opportunities for Trustees** (Norman Jacknis and Maureen Sullivan)

The Aspen Report offers a compelling vision for the future of public libraries. In this interactive session Keynote Speaker Norman Jacknis and his fellow Dialogue Working Group member, Maureen Sullivan, will discuss how the report can be used effectively in any community to engage residents in conversations about the future of their library.

• **DESIGNING THE LIBRARY OF THE FUTURE: An Architect’s Perspective** (Ron Lamarre)

Libraries today are challenged with the dilemma of creating spaces that inspire and support the pursuit of knowledge through anytime/anywhere technology, while expanding traditional spaces that encourage social and cultural interaction, organized programs, and individual recreation. This session will address how libraries today can be designed to provide spaces and places for all of this.

ASK AND YOU SHALL RECEIVE (David Simpson)

Through an interactive exchange of ideas, challenges and discussion of what has worked and not worked, this session will explore the many ways and means of obtaining money from a variety of sources in support of your local library.

RIGHT-TO-KNOW LAW: Compliance and Current Issues (Cordell Johnston)

How does New Hampshire’s Right-to-Know Law apply to libraries and library boards of trustees? This workshop will cover public meeting requirements, electronic communications, non-public sessions, responding to record requests, and confidentiality and other exemptions.

BECOMING A CONFIDENT LIBRARY SPOKESPERSON (Cynthia Poltack)

One of the most important roles of library trustees is to be a spokesperson for their libraries. The presenter will discuss effective speaking strategies for one-on-one communications and provide tips for speaking to larger audiences. What you say is important, but how you say it is memorable. Learn how to be more confident when speaking, how to use correct body language, vocal variety, and how to calm those jitters.

• **ACTING ON ASPEN TRENDS: Tools and Resources for Trustees** (Norman Jacknis and Maureen Sullivan)

How to ensure active community engagement in creating a compelling future for your library? Trustees play a critical role in determining the future direction of the library and in ensuring that a library is the best that it can be

for the community. In this follow-up to the 10:15 session, Maureen Sullivan and Norman Jacknis will introduce a set of practical tools and resources to help make this happen, and will engage participants in a discussion to outline specific steps.

FINDING YOUR FEARLESS LEADER: Conducting the Search for a New Library Director (Deb Caplan)

Finding the right Library Director is one of the most important jobs of a Trustee Board. This presentation will focus on setting up a Search Committee, updating the job description to use for marketing and advertising purposes, creating a list of recruiting resources and using it to broadcast word of the position opening. The presentation will include candidate vetting procedures, references and background checks.

FROM FINANCIAL POLICIES TO FOUNDATION INVESTMENTS: Managing Your Library's Funds (Kathryn Woodfin)

Wise financial management of both public and non-public funds is a critical responsibility of all trustees. Has your board approved a set of financial policies? If you have a foundation, an endowment or substantial trust funds, or if you're engaged in a fundraising campaign, how do you manage these funds? What should you look for in a financial advisor? This session will address these questions and more.

• **MASTERING THE LIBRARY RSAs** (Kate DeForest)

Public libraries in New Hampshire are governed by a specific statute—RSA 202-A—which sets forth the authority and responsibilities of library trustees. This workshop will provide an overview of RSA 202-A, as well as statutes encompassing municipal budgets, human/civil rights, and constitutional law about which trustees need to know as they carry out their library duties.

~~**ENGAGING YOUR LIBRARY COMMUNITY THROUGH STORYTELLING SUCCESSFUL**~~

~~**LIBRARIES FOR AN UNCERTAIN FUTURE**~~ (Julia Campbell) **PRESENTER CANCELED DUE TO EMERGENCY**

This workshop will detail key steps that libraries can take to craft their story using digital tools like social media, blogs and video. Participants will learn why storytelling is so vital to a successful nonprofit and fundraising strategy, and how they can use their organization's stories to grow support and engage communities.

• **SUCCESSFUL LIBRARIES FOR AN UNCERTAIN FUTURE** (George Needham)

How do trustees and directors plan for success in a world that seems to change by the hour? George Needham will present some ideas for managing your library in a way that will encourage positive results, regardless of what the world throws at you. None of the ideas in this program will cost you much money or require you to hire a whole new staff, but they could help give you a new lease on life and create some new excitement around your services.

HIRING FOR THE FUTURE: Librarians and the Changing Nature of the Profession (Lisa Hussey)

Peter Drucker stated that organizations should hire for where they want to be, not where they are currently. In libraries, this attitude is essential as perceptions of libraries have shifted over time and the nature of information seems to be in a constant state of flux. How do you make decisions about whom to hire and what skills are most important? When these are identified, how do you attract the right candidates? What do you need to consider in order to hire for what you want the library to be, and how to make it effective for future needs of the community?

GROWING YOUR FRIENDS GROUP (Tom Ladd)

Library Friends groups can be a great asset to a local library, raising funds, supporting programming, and even providing volunteers to help with day-to-day tasks. But sustaining and growing a Friends group can be a challenge. This interactive session will explore the ways and means to nurture and expand your Friends, bringing new energy and new blood to the organization. Bring your own best ideas and experiences to share!

THE OTHER MONEY (Terry Knowles)

Learn how to legally accept, administer, and expend all private and non-tax categories of money given to your library, and how those funds relate to the annual budgeting process.

2014 May 19 (Grappone Conference Center, Concord) • red bullet indicates video recorded session

THEME: YOUR LIBRARY: Where Community Connects

KEYNOTE: (Peter Pearson & Sue Hall) **The Heart Of Your Community—The Public Library, Of Course!**

• **PLANNING A WARRANT ARTICLE: Advance Planning for Effective Advocacy** (John Chrastka)

Are you anticipating a Warrant article in the next two years? Learn how to make your library more visible to the community and stakeholders, and communicate more effectively about its value. Data-driven insights into voter attitudes will be explored, in a practical discussion about ways to align your strategic planning, marketing and outreach, and advocacy efforts with your public funding priorities.

• **FIRM FOUNDATION: When a Library Needs One** (Terry Knowles)

This session will explore the advantages and disadvantages of forming a foundation—what it is (and is not), how it can be used, pertinent RSAs and whether a Friends group is a better choice.

THE ROLE OF THE TREASURER: Obligations and Options (Peter Royce)

The RSAs dealing with Trustee Treasurer present different options for differently-structured communities, and can be flexible. Using the NHLTA manual, this workshop will explore issues that pertain to sound fiscal policies and examine the relationships between trustees and library directors regarding budgets and money management.

• **MAKING FRIENDS WITH FRIENDS** (Tom Ladd, MLS)

The ideal local public library serves the community well: led by Trustees, run by staff, and supported by Friends. These three groups have the same general goal, but fine-tuning the working relationships can be “interesting.” This session will explore ways to make it work.

CAMPAIGNING FOR A WARRANT ARTICLE: Getting to Yes (John Chrastka)

Is there a Warrant article on your calendar this year or next? Learn how your library, staff, and volunteers can use the best techniques from political campaigns to make a nonpartisan, pro-library case to voters. Explore ways to maximize your communications, and gain insights into the importance of a citizen-led Vote Yes Committee.

THE OTHER MONEY: Beyond the Town Budget (Terry Knowles)

Learn how to legally accept, administer, and expend all private and non-tax categories of money given to your library, and how those funds relate to budgets.

BRICK & MORTAR & ARMCHAIRS: Designing a Library to Foster Community (Douglas Bencks, AIA)

What are the physical characteristics that help to make a library an anchor of community life? By looking at images from libraries across NH, and focusing on the planning and design process that led to the new home of the Durham Public Library. How a wide range of ideas and expectations were distilled and refined, and how all this was communicated to Town leaders, donors, and the voters.

ALL ABOARD! Great Teams—Great Meetings—Great Results! (Peter Pearson)

Tired of pointless meetings with no results? Learn how to engage everyone around the table in caring about—and getting—results. Understand best practices in running meetings, resolving conflict, encouraging collaboration, and engaging ALL participants. This is a workshop that has lots of “value added” for everyone!

CULTIVATING THE WHO’S WHO: Engaging Local Celebrities in Your Mission (Peter Pearson and Sue Hall)

Every community has local notables (and maybe some genuine celebrities) who are well-known and influential. How can you interest your local notables in advocating for your library? What can you expect from them, and what should they expect from you? How do you use their names, faces, and reputations most effectively? This workshop will provide ten steps to help get you started.

THE PERSONAL ASK: Moving from Resistance to Results (Sandra Mitchell)

The who, why, when, and how of current fundraising methods, with an emphasis on the still-most-efficient and effective approach: the personal ask. The discussion will explore the psychological obstacles some Trustees may face in asking for money, and provide specific tips and sample language to help create a positive experience for both prospective donor and asker, alike.

• **HOW TO FIGHT FOR THE LIBRARY (AND NOT WITH THE TOWN): Collaborating with Town Officials** (Melissa Prefontaine)

Does your library need help? Are your trustees tired? Do you need a bigger budget or building? Are you exhausted by trying to “defend” the library? Learn the steps towards a successful library campaign and how to effectively build relationships with local government to collaborate for a better library, and a better town!

THE ABCs OF RSAs: Library Trustees and Library Law (Kate DeForest)

New Hampshire law places specific obligations and duties on library trustees, as well as investing them with particular powers and authority. This session will address some of the most important aspects of library law that

pertain to the government of the library, with Q&A to follow. (Please note this session will not address specific library budget and finance issues.)

2013 May 20 (SERESC Conference Center, Bedford) * *no longer in business*

THEME: SURVIVE & THRIVE: A Trustee Toolkit

KEYNOTE: (John Chrastka) “**In the Public Trust: Leading through Engagement**”

MAKING THE CASE: Lobbying for Libraries at all Levels (Robert E. Dunn, Jr., Esq.)

Trustees need to lobby on behalf of their library at the state legislature, with town officials, and with the community at large. Robert Dunn shares the techniques most effective in keeping library issues at the forefront of the public discussion.

CHALLENGES TO LIBRARY PRACTICES: Case Studies in Intellectual Freedom (Richard A. Hesse, Esq.)

The law provides a bill of rights that generally protects freedom of conscience and communication; the ALA provides a Bill of Rights that implements those protections. The program reviews the substance of those protections and examines litigation over moral, religious and political challenges to library practices with the goal of producing a better understanding of the legal and philosophical basis for the rules governing intellectual freedom.

WHERE THE BUCK STOPS: Financial Policies (Elizabeth Ives)

The who and why of building financial policies and procedures to protect the library. Who signs the checks and counts the money? And what if the Treasurer is in Arizona? Blueprint for sound financial practices.

BEYOND THE BAKE SALE: Event Planning for Profitable Fund Raising (Carl Lindblade)

Carl will share his professional approach to organizing an event for fundraising, including how to measure the PR and economic impact, and providing new ideas and helpful, practical hints to make your fundraising events more profitable, purposeful, and professional.

MAKING THE ASK: The Art of Fearless Fundraising (Porter D. Caesar)

Are you willing to do anything other than ask people for money? This workshop de-mystifies this essential trustee role and focuses on how to become adept at “making the ask.”

YOUR BEST ASSETS: Evaluating Employee Performance (Katherine DeForest, Esq.)

Job descriptions and performance evaluations can be important tools for library boards to develop an efficient and productive workforce. Kate will explain the importance of maintaining up-to-date job descriptions and timely performance evaluations, in addition to covering items of particular concern regarding the library director.

THE OTHER MONEY: Beyond the Town Budget (Terry Knowles)

How to accept, administer, and expend all private and non-tax categories of money given to your library and how those funds relate to budgets.

GOT POLICIES? Why & How to Write Library Policies (Tom Ladd, MLS)

All NH public libraries are required by law to have policies, but few trustees like this task. This program will present the whys and hows of doing it anyway and doing it well.

TRUSTEES & THEIR FRIENDS: Maximizing a Crucial Partnership (Kim Ayers)

Join a discussion of the ways Trustees & Friends cooperate (and sometimes find themselves at loggerheads!) in their efforts to ensure their library’s health and future well-being through fundraising and public relations. What are their respective roles and how best to meld them? Bring your success stories & your concerns!

BOARD RESPONSIBILITIES IN A NEW ERA: Positioning Your Board to Succeed (Mary Ellen Jackson)

This post-recession environment has prompted nonprofit boards across the country to engage in new ways to ensure the sustainability of their organizations. Mary Ellen will provide an interactive discussion on the importance of building a highly engaged and strategic library board of trustees.

FASHIONING THE SILK PURSE: Selecting and Evaluating an Old Building for Library Conversion
(Eric Palson, AIA)

It may look like a library, or it may look nothing like one, but that may have little bearing on whether you can make it into a flourishing facility for your town. Eric will talk about factors to consider and some steps to follow.

There will be examples of surprising transformations and a few exercises to explore how good library planning principles can be applied to this challenge.

NEED MONEY? “Selling” the Library (Melissa Prefontaine)

How to positively collaborate with town government to ask for needed budget funds and to generate support amongst the town’s citizens.

2012 May 21 (SERESC Conference Center, Bedford) * *no longer in business*

THEME: ADVOCACY: Trustees Speak Up! Speak Out! Speak for Libraries!

KEYNOTE: (Jennifer Pearson) “Speaking Out! Creating Enthusiastic and Effective Library Advocates”

STRATEGIC PLANNING: Vision and Action (Deborah Hoadley)

Strategic planning is more than just a long-range plan with goals and objectives. Learn about the differences and the benefits, and how to create a successful plan for your library.

MAKING THE ASK: The Art of Fearless Fundraising (Porter D. Caesar)

Are you willing to do anything other than ask people for money? This workshop de-mystifies this essential trustee role and focuses on how to become adept at “listening the gift.”

FACEBOOK, TWITTER & BEYOND: Spread the word with Social Media (panel: Amy Inglis; Heather Backman; Lori Fisher; Bruce Cotter)

Social media are powerful ways to spread the word about your library. A panel of two directors, a media specialist, and a trustee discuss how to take advantage of the possibilities (and avoid the pitfalls).

BUILDING THE LIBRARY OF THE FUTURE (Peter Tennant, AIA)

A look into a future that incorporates advances in green and electronic technologies along with innovative ways to integrate new library construction into the fabric of New Hampshire’s changing communities.

GUARDING THE GUARDIANS: Protecting our Intellectual Freedom (Richard A. Hesse, Esq.)

Libraries are guardians of intellectual freedom critical to maintaining a free society. Threats to that freedom come from a variety of sources in a variety of forms. Trustees need to know what those threats are and how they can protect against them.

RESOLVING CONFLICTS FOR OPTIMUM OUTCOMES (Mary Kimmel)

Whether the “issue” is with selectmen, budget committees, library director, staff, or even colleagues, this program will review the causes of conflict, and propose strategies for de-escalating tensions, reframing the issues, and moving the conversation forward with dignity and respect.

SUPPORTING NON-PROFIT ORGANIZATIONS FOR LIBRARIES (Terry Knowles)

All your questions will be answered regarding creating and managing Friends Groups and Library Foundations.

IT’S ALL IN THE NUMBERS: Using Statistics to Support your Budget (Carl Heidenblad)

Circulation statistics can tell more than one library story. This program describes how to track patron interactions beyond checkouts and reference questions to present your budget with powerful supporting information.

SUCCESSION PLANNING: Future Perfect Staff (Susan Henry)

Does your library have a cohesive Succession Strategy in place? What does the library of 2020 look like from the inside out? The outside in? Do the skill sets of your current library staff match up with your 10-year plan? This workshop promises to deliver a series of questions and create internal discussions within your library.

MARKETING STRATEGIES FOR LIBRARIES (Ginger Hobbs Lever)

Promoting your library with a non-profit budget. Want to expand your patron base or launch a new program? It’s all about communication. Learn how to use the tools and techniques that make the most of your resources.

IT’S THE LAW: Employment Law and Personnel Policies (Kate DeForest, Esq.)

There are very specific RSAs that address all aspects of library governance. This workshop will concentrate on personnel issues and their implications on library trustees as employers.

THE OTHER MONEY (Terry Knowles)

How to accept, administer, and expend all private and non-tax categories of money given to your library and how those funds relate to budgets.

2011 May 9 (SERESC Conference Center, Bedford) * *no longer in business*

THEME: TRUSTEESHIP TODAY: Management, Money, and the Message

KEYNOTE: (Marilyn Johnson) “The Will And The Way: A Pragmatist’s Vision for the 21st Century Library”

MADISON AVENUE @ YOUR LIBRARY: Selling the Budget (Elizabeth Ives)

Explore techniques to preparing and marketing your library budget.

SOCIAL MEDIA: Best Practices (Bobbi Slossar)

Available tools like Facebook and Twitter are effective and inexpensive ways to publicize your library. This presentation will cover popular technologies and general social networking policies.

TWO FOR THE PRICE OF ONE: Recruiting Trustees & Volunteers (Mary Ann Leon)

How to strengthen your volunteer programs, increase the number of library volunteers, and identify those who might make great library trustees.

WHO’S IN CHARGE? Trustee/Town Relations (panel: Kate DeForest, Esq; Leslie Kimball; Connie Kirwin; Carolyn Sundquist)

A panel discussion on the relationship between town/city governing boards and library trustees. Topics include tips and strategies for trustees, what’s legal, interactions that should happen, and day-to-day relationships.

CONFLICT RESOLUTION: The Path to “Yes” (Rick Van Wickler)

Practical techniques for resolving conflicts among trustee board members, library staff, and with local officials.

CREATIVE CONTENT: The Ideal Library Website (Lichen Rancourt)

How to choose the best tools, use them appropriately, and how to integrate online services into existing workflows. A demo website will show the potential that exists for library online services and provide some direction with which to begin.

SAY WHAT? The Right to Know Law (Ann Edwards)

Everything you need to know about the “Right-to-Know Law”, RSA 91-A with in-depth information on public and non-public meetings and preparing meeting minutes.

THE OTHER MONEY: Beyond the Town Budget (Terry Knowles)

How to accept, administer, and expend all private and non-tax categories of money given to your library and how those funds relate to budgets.

GREEN SAVES MONEY: Sustainable Strategies for Libraries (Tom Burack)

Strategies for the “mature” library include ideas and suggestions for cleaner greener solutions for older libraries in the state.

MEETINGS 101: Best Practices for Board Officers (panel: Sally Jones; Adele Knight; Elizabeth Solon)

Expert guidance on how to be effective in your position.

MIRROR, MIRROR ... Board Self-Evaluation (Margaret Ives)

Review all the areas where trustee performance affects the success of the board and the library.

WATCH YOUR BACK! Why to Write a Library Policy (Tom Ladd, MLS)

Explore the reasons why Libraries need to write policies that protect the board, the town, the staff, and your patrons.

EXTRA: Networking space will be available for informal meetings

• **FRIENDS OF THE LIBRARY** (Kim Ayers)

Informal gathering of Friends of the Library who want to share their experiences and proven successes.

• **REGIONAL TRUSTEE GROUPS** (Adele Knight)

Informal gathering of Trustees who want to organize into regional groups to share their experiences.

2010 May 3 (Marriott Harborside Hotel, Portsmouth)

THEME: TRUSTEESHIP TODAY: Expanding Leadership, Access and Independence at Warp Speed

KEYNOTE: (Willem Lange) “Cherishing And Protecting The Source”

THE OTHER MONEY: Charitable trusts, donations, bequests (Terry Knowles)

An in-depth workshop on handling all money other than budgets given to your library.

LET’S BE FRIENDS: Organizing Friends of the Library (Kimberly Ayers)

Libraries “Get by with a lot of help from their Friends” and this group shares the secrets of their success!

TOUGH LOVE: Personnel Management (Margaret Ives)

Review of personnel policies, job descriptions, evaluations and guidance on fair, legal steps to be taken when employee performance fails to meet expectations.

SAFETY IN THE LIBRARY: Help! from New Hampshire State Police (Joseph Ebert)

Learn the steps to take, policies to adopt, procedures to implement and equipment to install in order to insure the security of your library and staff.

BOARD OFFICER’S RESPONSIBILITIES: Effective Executive Officer Performance (Sally Jones; Emma Smith; Thomas Wallace)

Guidance from experienced Board Officers on how to be effective in your position. This session will break out into three separate areas for Chair/President, Secretary, and Treasurer.

FUND RAISING: Picking Pockets with a Smile (Christine Hamm)

Secrets of successful fund raising; how to keep the money rolling in!

THE SOCIAL MEDIA REVOLUTION: Technology at Warp Speed (Ryan Robinson)

How new technologies are changing the way people work, connect and even think.

LEAD US INTO INFORMATION: A Guide Through New Hampshire Labor Laws (Cindy Flynn)

Expert assistance through the maze of labor laws; understanding the law and its impact on your staff.

CYBER CRIME FIGHTERS: Exposing Internet Crime from the Trenches (Felicia Donovan and Kristyn Bernier)

An insiders’ look at Internet crime on social networks, YouTube, cyber stalking, stealing your privacy, and bullying plus information about online child predators, identity theft, and other online scams.

THE VALUE OF VOLUNTEERISM: How to Get and Keep Your Volunteers (Tim Dupre)

Expert advice on the value of volunteers. Benefits of volunteers and how they affect you and your community in the short and long terms of service.

FIRE IN THE BELLY: Motivation to Inspire Trustees (Kathryn Taylor and Lil Edelmann)

The warrior who challenged the town of Littleton in 1994 and won a Supreme Court ruling that changed the library world in NH forever.

REPLACING THE PIGGY BANK: How to Avoid Financial Disaster (Elizabeth Ives)

Protect your library, Board of Trustees, and library staff with safe policies, processes and procedures.

EXTRA: Networking space will be available for informal meetings

• **FRIENDS OF THE LIBRARY** (Kim Ayers)

Informal gathering of Friends of the Library who want to share their experiences and proven successes.

• **REGIONAL TRUSTEE GROUPS** (Adele Knight)

Informal gathering of Trustees who want to organize into regional groups to share their experiences.

• **JUST ASK** Roundtable format. Join many of our speakers informally