

Indiana Library Federation

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2006 IPLA Leadership Workshop on Libraries
& Economic Development
Insurance & Benefits Forum/
ILF Legislative Forum
October 24-25, 2006

IPLA CONFERENCE ON LIBRARIES & ECONOMIC DEVELOPMENT	
	
	
ILF INSURANCE & BENEFITS FORUM ☆ ILF LEGISLATIVE FORUM	

Tuesday, October 24

Indiana Public Library Association Leadership Workshop on Libraries & Economic Development

Please join us at the IPLA Leadership Conference for a program on Libraries and Economic Development. Experts from business, industry, government and the media will share experiences and activities that can be replicated; report on a current research study on the return-on-investment of Indiana's libraries; and share plans on successfully marketing libraries as "best business partners."

Libraries are facing unprecedented challenges. With an emphasis on accountability to funding agencies and efficiency of operation, it is more important than ever for libraries to be able to demonstrate their effectiveness in meeting the needs and expectations of their users and other stakeholders.

The IPLA Leadership Conference will address: (1) mutual understanding and appreciation for the ways in which all libraries play a role in economic development (2) methodologies to improve our effectiveness in meeting the needs of our constituencies (3) improved marketing skills to key leaders (4) enhanced advocacy skills with legislators.

Guest Speakers

Carol Rogers

**Associate Director for Information Systems & Services
Indiana Business Research Center**



Carol Rogers has worked for the Indiana University Kelley School of Business since 1985. As associate director of the Indiana Business Research Center, she directs its information systems and services, overseeing the development of websites, publications, training, research projects and other services to the citizens of Indiana. She is also adjunct faculty in the School of Journalism at IUPUI.

She works extensively with economic developers, government officials and businesses, providing them with economic and demographic information for and about Indiana and its localities through publications produced by IBRC research staff, designing and providing web services, training, consultation, and analysis. Under her direction, the Center's award-winning interactive web service, STATS Indiana (www.stats.indiana.edu), has become one of the most used public data sites in the nation, particularly with the advent of the USA Counties IN Profile, a tool for economic developers in finding their peers and competitors.

Education attainments include a Master's degree in information science from Indiana University and a Bachelor of Arts degree, with majors in English, Mass Communication and History from Purdue University. Post-graduate course work include GIS and database architecture.

Ivy Boehm

President, Visionary Research Services, Inc.

Expertise, drive and a "can do" attitude are **Ivy Boehm's** most valuable traits. Ivy is a top-notch, balanced researcher who enjoys working closely with her clients to bring value, timeliness and substance to each project.

Ivy has over 18 years of experience researching and answering crucial marketing questions for industry leaders including Kellogg's, Procter & Gamble, ConAgra, Pepsi, Nestle, Totes, and LensCrafters/Luxottica.

Ivy brings a rich background from three diverse research venues, allowing her to effectively tackle research needs from a holistic perspective. Ivy has held roles as a research supplier where she began her career with Burke Market Research, as a client where she managed the research department for leading eyeglass retailer LensCrafters, and within an agency where she headed the research department for preeminent youth agency WonderGroup. Ivy received an MBA from Xavier University in Cincinnati. Her undergraduate studies included a Bachelor of Science degree in Marketing and a minor in Sociology from King's College in Wilkes-Barre Pennsylvania.

Schedule of Programs:

9:00-9:20 a.m.

Registration, Welcome & Overview

9:20-10:20 a.m.

The Value of Libraries in 21st Century Indiana (Return on Investment Study of Indiana libraries)

Presenter: Carol Rogers, Indiana Business Research Center (IBRC), Indiana University

10:20-11:20 a.m.

Content Delivery in a Netflix Age

Presenter: SIRSI Corporation Representative, Jeremy Clute, Senior Consultant, North Central US Region SirsiDynix

11:20 a.m.-12:20 p.m.

Building Strategic Alliances, Particularly with Media Partners (How we can provide them with current content and get credit for it)

Presenter: John Ketzenberger, Columnist, *Indianapolis Star*

12:20-12:30 p.m. Break

12:30-1:45 p.m. Lunch

Speaker: Sony Corporation Representative on Blue Ray Technology, Tony New, Director of New Technologies

1:45-2:30 p.m.

Update on "Go Centers" and Partnerships with WorkOne, SBDC, Chambers of Commerce

Presenters: Melissa Martin, President, Issues & Advocates; Nancy Dowell, Director, Vigo County Public Library; Howard Trace, INSPIRE Librarian, INCOLSA; Tara Lane, Director, Small Business Development Center, Indiana State University, Terre Haute,

2:30-3:30 p.m.

Have a Nice Day: Newer Communication Strategies in Customer Service

Speaker: Ivy Boehm, President, Visionary Research, Inc.

3:30-4:30 p.m.

Legislative Impact on Connecting Libraries and Economic Development

Speakers: Chris Pfaff, Director, Office of Business Development, Indiana Economic Development Corporation; John Barnett and Carolyn Elliott, ILF Legislative Advocates

6:00 p.m. Join Anthem Blue Cross and Blue Shield and R.E. Sutton & Associates for dinner at the ILF Insurance and Benefits Forum at the Walden Inn, hosted by R.E. Sutton and Associates, Inc. and Anthem Blue Cross and Blue Shield.

Wednesday, October 25

ILF Legislative Fall Forum

Schedule of Programs:

9:00 a.m.-9:15 a.m.

Welcome & Introductions
Announcements

9:15 a.m.-9:30 a.m.

Review Communications Procedures for
Legislative Issues (discuss network, channels
of communication etc.)

9:30 a.m.-10:00 a.m.

Overview of Upcoming Legislative Session &
Elections

10:00 a.m.-10:30 a.m.

Discussion of AIME Issues

10:30 a.m.-10:45 a.m.

Break

10:45 a.m.-11:30 a.m.

Property Tax Discussion with guest *Ann
Cottongim*, Indiana Association of Cities and
Towns

11:30 a.m.-12:15 p.m.

Discussion of anticipated legislative issues &
Finalize 2005 Action Agenda

12:15 p.m.-1:45 p.m.

Summary & Conclusion

Lunch with Legislators (Legislators T.B.A.)

For updated program information or a
registration form, please visit
www.ilfonline.org. For additional
information or questions, please contact
the Indiana Library Federation office at:
(317) 257-2040 or ilf@indy.net.

REGISTER TODAY!

Hotel Accommodations:

Walden Inn
2 Seminary Square
Greencastle, IN 46135-0490
Phone: (765) 653-2761

Room reservations should be made directly with
Walden Inn. When making your reservation, be sure to
indicate that you are attending an Indiana Library
Federation event. Be sure to register early. The Walden
Inn will hold a block of rooms for the conference.

Room Rates:

Two full size beds: \$95.00 (plus tax)
One queen size bed: \$95.00 (plus tax)
One king size bed: \$95.00 (plus tax)

Registration Fees

Tuesday, October 24, 2006

IPLA Conference:

9:00 a.m. - 4:30 p.m.

ILF Member: \$35.00 Non-Member: \$55.00

Wednesday, October 25, 2006

ILF Legislative Forum & Luncheon

9:00 a.m. - 1:45 p.m.

ILF Member: \$15.00 Non-Member: \$25.00

Directions to the Walden Inn

2 Seminary Square
Greencastle, IN 46135-0490
(Corner of Indiana and Seminary)

From Indianapolis:

I-70 West to Exit 41 which is Highway 231. Go right/
North approximately 5 miles until you come to a "T".
Make a left/West and then another left/South at the next
light onto Indiana Street. Walden Inn is 3 blocks South of
the Square on Indiana Street.

2006 Indiana Public Library Association Conference: ILF Legislative Forum & Luncheon

Registration Deadline: Tuesday, October 10, 2006

Please type or print clearly. One registrant per form, please. Copy this form as necessary.

Name: _____

Library: _____

Address (Home or Work): _____

City, State, Zip: _____

Phone: (_____) _____ Ext. _____ Fax: (_____) _____ E-mail: _____

Workshop Registration

Tuesday, October 24

IPLA Conference: 9:00 a.m. - 4:30 p.m.

ILF Member: \$35.00 Non-Member: \$55.00

ILF Insurance and Benefits Dinner: 6:00 p.m.

I plan to attend I am unable to attend

Wednesday, October 25

ILF Legislative Forum: 9:00 a.m. - 1:45 p.m.

ILF Member: \$15.00 Non-Member: \$25.00

Meals

I would like vegetarian meals.

Tuesday, October 24

Tuesday Lunch (12:00 p.m.-1:00 p.m.): \$17.50

Tuesday Dinner (6:00 p.m.): gratis
(sponsored by Anthem & R.E. Sutton & Associates)

Wednesday, October 25

Wednesday Breakfast (7:30 a.m.-8:30 a.m.): \$12.50

Wednesday Lunch (12:00 p.m.-1:45 p.m.): \$17.50

Late Fee: \$5.00 (if received after Tuesday, October 10, 2006)

Total (Registration + Meal Fees): \$ _____

I have special needs. I will contact the Federation at least two weeks prior to the conference at (317) 257-2040.

Method of Payment

Check: Check Number: _____ Please make check payable to the Indiana Library Federation

Credit Card MasterCard Visa Discover Card

Charge Account Number: _____ Exp. Date: _____

Name on Account: _____ Signature: _____

Purchase Order: Purchase Order Number: _____

Name of Organization Issuing Purchase Order: _____

Contact Person: _____ Phone Number: (_____) _____

Return by Tuesday, October 10, 2006 to: Indiana Library Federation, 941 E. 86th Street, Suite 260, Indianapolis, IN 46240

Phone: (317) 257-2040 Fax: (317) 257-1389 (Fax credit card registrations only please)