

## REGISTRATION FORM

Name

Institution

Address

City/State

Zip

Email Address

Daytime Phone

### Registration Fee:

- ☐ \$20 MLA/SLA members
- ☐ \$25 Non-members
- ☐ \$15 Students/Retiree/Between jobs

*Please make check payable to:*  
Philadelphia Regional Chapter MLA

**REGISTRATION DEADLINE:  
FRIDAY, MARCH 2, 2007**

**REGISTER  
TODAY!**

**Registration  
Deadline:  
MARCH 2, 2007**

## GETTING HERE

### GETTING TO JEFFERSON

*To find directions (public transportation and car), parking information, and a campus map, go to:*

<http://www.jeffersonhospital.org/patient/article4085.html>

*For more information, contact:*

**ELLEN JUSTICE**

Phone: 302.733.1179

Fax: 302.733.1477

[ejjustice@christianacare.org](mailto:ejjustice@christianacare.org)

- OR -

**LYNNE JOSHI**

Phone: 302-651-5821

Fax: 302-651-5823

[ljoshi@nemours.org](mailto:ljoshi@nemours.org)

## Survival of the Fittest: Strategies to Prove Your Library's Value

*Sponsored by the  
Philadelphia Regional Chapter/MLA*



**Wednesday,  
March 7, 2007**

**Thomas Jefferson University  
Philadelphia, PA**



Philadelphia Regional Chapter / Medical Library Association

<http://www.mlaphil.org>

# Survival of the Fittest: Strategies to Prove Your Library's Value

*Sponsored by the Philadelphia Regional Chapter/MLA*

**Wednesday, March 7, 2007  
1:00 p.m. - 5:00 p.m.**

**Thomas Jefferson University  
407 Jefferson Alumni Hall  
1020 Locust Street  
Philadelphia, PA 19107**

## PROGRAM DESCRIPTION

### **Goals:**

*To enhance knowledge and help information professionals use assessment and promotion to secure a firm position for their library within its organization.*

### **Program Objectives:**

- Understand the mission of the organization and the library's value to the larger organization
- Strengthen knowledge of tools used to assess library users and stakeholders
- Craft promotion strategies and programs

## PROGRAM AGENDA

1:00 p.m. Registration  
1:30 p.m. Wraparound Discussion I  
2:00 p.m. Satellite Teleconference  
4:00 p.m. Wraparound Session II

### **SCHEDULED SPEAKERS:**

*Kathleen A. Boylan*  
Senior Vice President  
Public Communications Inc.  
Chicago, IL

*Rosalind F. Dudden, MLS, DM/AHIP, FMLA*  
Health Sciences Librarian  
Gerald Tucker Memorial Medical Library  
National Jewish Medical & Research Center  
Denver, CO

*Chris Olson, M.L.S., M.A.S.*  
Marketing Consultant to Information Professionals  
Chris Olson & Associates  
Grasonville, MD  
<http://www.chrisolson.com/>



Philadelphia Regional Chapter / Medical Library Association

<http://www.mlaphil.org>

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**\$25** Non-members  
**\$15** Students/Retirees/Between jobs

*Registration form on other side*

*Make checks payable to:*  
**Philadelphia Regional Chapter MLA**

*Mail registration form with payment to:*  
Ellen Justice  
Christiana Hospital Library (Room 1E60)  
Christiana Care Health System  
P.O. Box 6001  
Newark, DE 19718

*For more information, contact:*

**ELLEN JUSTICE**

Phone: 302.733.1179

Fax: 302.733.1477

[ejjustice@christianacare.org](mailto:ejjustice@christianacare.org)

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