



Revolutionary Ideas in Library Advancement
ALADN Preconference: Training for the Revolution

SATURDAY, April 25, 2009

4:00 – 7:00 pm **Hospitality Suite, Rm 4102**
Registration

5:00 pm **Hospitality Suite, Rm 4102**
Pre-Conference Reception

SUNDAY, April 26, 2009

The pre-conference presentations will be held in Tidewater AB unless indicated otherwise.

7:00 am – 7:00 pm **Colony Foyer**
Registration

8:00 Networking Breakfast

8:45 Opening Remarks and Welcome

9:00 *I Am the New Library Development Officer: Now What Do I Do?*
Chantel Durham, Director of Library Development, University of Georgia

10:15 **BREAK**

10:30 *Money Talks: Why Don't We Talk About Money?*
Astrid von Soosten, Director of Library Development, University of California at Santa Cruz

11:15 *Who Do I Work With? Working with your Dean and Colleagues in Development: Raising Awareness within External and Internal Audiences.*
Lorraine J. Haricombe, Dean of Libraries and Rebecca Smith, Director of Communications and Advancement, University of Kansas Libraries

NOON **Tidewater CD**

Lunch Roundtable Discussions

Lynn Campbell, Kim Hale, Chantal Durham, Astrid von Soosten, Joan Barnes, Emily Silverman.

Final Draft – March 25, 2009

1:00 *How Do I Tell Them? Marketing Your Institution*
Emily Silverman, Director of Library Development and Communication, University of
Massachusetts

2:00 *I Use What Fork? Etiquette 101 for Advancement and Development Professionals*

3:00 **BREAK**

3:15 *Where Do I Go Next? Putting it All Together Strategically*
John S. Wilson, Associate Director of The Texas Collection, Baylor University Libraries

4:15 Question & Answer

4:45 Wrap up, logistics and conference information

5:00 Preconference evaluation and free time

6:00 pm **Colony E & Terrace**
Welcome Reception -- Sponsored by Blackwell

7:00 pm Registration Closes

8:00 pm Dinner with ALADN friends (on your own)