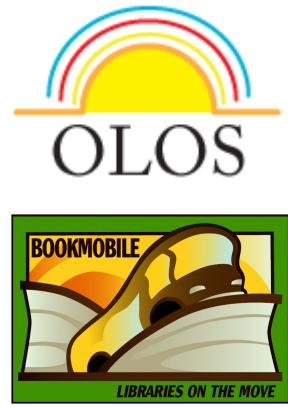




5th Annual "Bookmobile Sunday" - Part 1

BOOKMOBILES: Delivering Outstanding Library Services



Program presented by: OLOS Subcommittee on Bookmobiles
Time: Sunday, June 27, 10:30am – 1:00pm
Tickets: Advance and Onsite, \$25 Event Code: **ALA12**
Location: Washington Convention Center, Room TBD
Event Chair: Kathryn Totten, Rangeview Library District

10:30am – 10:45am

WELCOME AND INTRODUCTIONS

Michael Swendrowski – Chairman, OLOS Subcommittee on Bookmobiles & President, Specialty Vehicle Services, LLC. (www.vehiclesuccess.com)
✓ Share how you celebrated the first ever National Bookmobile Day!



10:45am – 11:30am

KEYNOTE PRESENTATION

An inspirational reflection about the importance of bookmobiles in the life of **W. Ralph Eubanks** - Director of Publishing at the Library of Congress and author of *Ever is a Long Time: A Journey into Mississippi's Dark Past* and *The House at the End of the Road: The Story of Three Generations of an Interracial Family in the American South*.



W. Ralph Eubanks

11:30am – 11:50am

LUNCHEON

Author luncheon featuring **Andrew Smith** - Author of *Ghost Medicine*, *In the Path of Falling Objects*, and the upcoming *The Marbury Lens*

11:50am - 1:00pm

MODERATED DISCUSSION TABLES (20 minutes - repeated twice)



Andrew Smith

- **Advocacy** *Jody Olivieri – Homer Township Public Library (IL)*
Brain storm to determine message and test it • Statistical data • Tell your story – publicity, public speaking • Build support – administration, board, legislative, etc. • Reach out to agencies, organizations, etc. for cooperative endeavors
- **Eco-Friendly Vehicles and Fuels** *Michael Swendrowski – Specialty Vehicle Services, LLC. (WI)*
Alternative fuels (LP, CNG, etc.) • Vehicle emissions • Hybrid power & drive systems • Solar panels • Green materials • Fuel conscious driving habits • Refuse and recycling
- **Mobile Service Options** *Betty Ann Fredrick – St. Johns County Public Library System (FL)*
Bookmobile services • Van & Lobby stop services • Day Care services • Deposit Collections • Homebound services • Enrichment collection
- **Bookmobiles 101** *Rose Huling – Morse Institute Library (MA)*
Bookmobile service to seniors, schools, neighborhoods • Developing the bookmobile schedule • Driver safety training • Vehicle selection and maintenance • Severe weather policy and procedure
- **Marketing** *MaryAnne Marjamaa – St. Louis County Library (MO)*
Internal marketing to management and through PR staff • Community partnerships • Know your media outlets • Marketing plans • Evaluating effectiveness

1:00pm

BOOK SIGNING

- Meet the authors and have your book(s) signed before the Parade!

Sponsored by:



In cooperation with:



Author sponsored by:

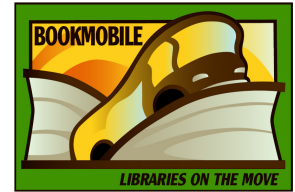




5th Annual "Bookmobile Sunday" - Part 2 Parade of Bookmobiles



Presented by: OLOS Subcommittee on Bookmobiles
Time: Sunday, June 27, 2:00pm – 4:00pm
Tickets: Not Required
Location: Washington Convention Center, Location TBD
Event Chair: Jody Olivieri, Homer Township Public Library



2:00pm – 4:00pm

PARADE OF BOOKMOBILES

Step outside to see an impressive gathering of mobile library vehicles! Climb aboard each to learn more about mobile outreach and talk with the “Road Warriors” that staff them. Expected vehicles include, but are not limited to:

- *Frederick County Public Library*
- *Jefferson-Madison Regional Library*
- *Baltimore County Public Library (2 vehicles)*
- *Enoch Pratt Free Library (2 vehicles)*
- *Wood County (OH) Library Association*
- *Innovative new vehicles by sponsors!*

4:00pm

KINDLE DRAWING

Get your “passport” ahead of time from:

- *The Diversity Fair (Saturday)*
- *The ABOS program (Saturday)*
- *The “Mobile Services” program (Sunday)*
- *Sponsor booths in the exhibit hall (anytime)*
- *The ALA Affiliate booth (anytime)*

Win an Amazon Kindle!



Gather 2 or more stamps by visiting any of our sponsors in the exhibit hall, and 5 or more stamps by visiting the bookmobiles on display, and enter your passport for a chance to win an **Amazon Kindle!**

Don't forget.....

ABOS Program: *What is Outreach: 24/7 Library to Meet Customer's Needs* – Saturday, 10:30am – 12:00pm

Learn more about ABOS at www.abos-outreach.org

Join the electronic discussion list at bookmobiles@ala.org

Visit the OLOS website at www.pla.org/ala/aboutala/offices/olos/index.cfm

National Bookmobile Day toolkit at <http://www.ala.org/bookmobiles>

Bookmobile Wiki at http://olos.ala.org/bookmobiles/index.php?title=Main_Page

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